NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 12, 1978

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ABC SUNDAY NIGHT MOVIE#	31.9	23,770
2	THREE'S COMPANY#	30.5	22,720
3	LAVERNE AND SHIRLEY#	27.6	20,560
4	LITTLE HOUSE-PRAIRIE	26.2	19,520
4	MORK & MINDY	26.2	19,520
4	60 MINUTES	26.2	19,520
7	WORD, PART I(S)	26.0	19,370
8	CHARLIE BROWN SPECIAL(S)	25.6	19,070
9	HAPPY DAYS#	25.3	18,850
10	M*A*S*H	25.2	18,770
10	TAXI#	25.2	18,770
12	PUFF THE MAGIC DRAGON(S)	24.6	18,330
13	EIGHT IS ENOUGH	24.2	18,030
13	WHAT'S HAPPENING	24.2	18,030
15	CHARLIE'S ANGELS	24.1	17,950
16	NBC THEATER(S)	23.3	17,360
17	ALL IN THE FAMILY#	23.2	17,280
18	LOVE BOAT	23.1	17,210
19	BARNEY MILLER	22.9	17,060

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ABC SUNDAY NIGHT MOVIE#	23.1	47,240
2	CHARLIE BROWN SPECIAL(S)	22.4	45,790
3	PUFF THE MAGIC DRAGON(S)	22.0	45,090
4	MORK & MINDY	21.2	43,420
5	THREE'S COMPANY#	20.0	40,950
6	LAVERNE AND SHIRLEY#	19.2	39,220
7	EIGHT IS ENOUGH	18.5	37,940
8	WHAT'S HAPPENING	18.5	37,910
9	LITTLE HOUSE-PRAIRIE	18.3	37,380
10	M*A*S*H	17.9	36,620
11	HAPPY DAYS#	17.7	36,290
12	LOVE BOAT	17.2	35,260
13	60 MINUTES	17.1	34,910
14	CHARLIE'S ANGELS	16.2	33,210
15	INCREDIBLE HULK	16.2	33,140
16	CHIPS	16.2	33,120
17	ALL IN THE FAMILY#	16.1	33,050

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ABC SUNDAY NIGHT MOVIE#	28.0	21,860
2	THREE'S COMPANY#	24.0	18,710
3	WORD, PART I(S)	23.1	18,010
4	LITTLE HOUSE-PRAIRIE	22.9	17,870
5	M*A*S*H	21.4	16,700
6	60 MINUTES	21.2	16,540
7	ONE DAY AT A TIME#	19.6	15,270
8	LAVERNE AND SHIRLEY#	19.5	15,250
9	ALL IN THE FAMILY#	19.2	14,990
10	NBC MONDAY NIGHT MOVIES#	19.1	14,910
11	NBC THEATER(S)	19.1	14,880
12	LOVE BOAT	18.9	14,780
13	TAXI#	18.8	14,710
14	MORK & MINDY	18.7	14,620
15	EIGHT IS ENOUGH	18.7	14,560
16	FIRST YOU CRY(S)	18.5	14,430
17	ALL STAR FAMILY FEUD(S)	18.2	14,180
18	CHARLIE'S ANGELS	18.1	14,110
19	WALTONS	17.9	13,980

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ABC SUNDAY NIGHT MOVIE#	25.5	17,900
2	60 MINUTES	21.0	14,730
3	NFL MONDAY NIGHT FOOTBALL	20.8	14,620
4	CBS NFL FOOTBALL POST#	20.7	14,500
5	THREE'S COMPANY#	19.3	13,540
6	NFL FOOTBALL SPECIAL(S)	17.8	12,460
7	MORK & MINDY	17.8	12,450
8	TAXI#	17.2	12,040
9	WBC HEAVYWGT CHAMPIONSHIP(S)	17.0	11,920
10	LAVERNE AND SHIRLEY#	16.8	11,790
11	BARNABY JONES#	16.4	11,510
12	WORD, PART I(S)	16.3	11,460
13	ALL IN THE FAMILY#	16.0	11,240
14	M*A*S*H	16.0	11,200
15	WHAT'S HAPPENING	15.4	10,810
16	HAPPY DAYS#	15.1	10,620
17	FANTASY ISLAND	15.1	10,580
18	CHARLIE'S ANGELS	15.0	10,490

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 12, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ABC SUNDAY NIGHT MOVIE#	31.8	15,380
2	THREE'S COMPANY#	25.2	12,180
3	MORK & MINDY	24.2	11,720
4	M*A*S*H	23.1	11,180
5	LAVERNE AND SHIRLEY#	22.2	10,740
6	CHARLIE BROWN SPECIAL(S)	22.0	10,640
7	PUFF THE MAGIC DRAGON(S)	22.0	10,630
8	WHAT'S HAPPENING	21.2	10,280
9	WORD, PART I(S)	21.1	10,210
10	ONE DAY AT A TIME#	20.8	10,050
11	HAPPY DAYS#	20.2	9,780
12	SOAP	19.8	9,610
13	BARNEY MILLER	19.8	9,570
14	EIGHT IS ENOUGH	19.7	9,560
15	LITTLE HOUSE-PRAIRIE	19.6	9,510
16	TAXI#	19.6	9,480
17	ALL STAR FAMILY FEUD(S)	19.4	9,390
18	LOVE BOAT	19.2	9,290
19	FAMILY	19.1	9,230

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ALL IN THE FAMILY#	30.1	7,110
2	LITTLE HOUSE-PRAIRIE	28.9	6,820
3	WALTONS	28.8	6,800
4	NBC THEATER(S)	26.6	6,280
5	ALICE#	26.3	6,210
6	60 MINUTES	25.3	5,980
7	WORD, PART I(S)	25.2	5,950
8	THREE'S COMPANY#	22.3	5,270
9	GRANDPA GOES-WASHINGTON#	20.9	4,920
10	BARNABY JONES#	20.7	4,880
11	DIFF'RENT STROKES	20.2	4,770
12	NBC MONDAY NIGHT MOVIES#	19.7	4,640
13	ROCKFORD FILES	19.5	4,610
14	ABC SUNDAY NIGHT MOVIE#	19.5	4,600
15	HAWAII FIVE-O#	19.2	4,520
16	TAXI#	18.1	4,280
17	FIRST YOU CRY(S)	17.7	4,170
17	JEFFERSONS	17.7	4,170

MEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ABC SUNDAY NIGHT MOVIE#	27.7	12,750
2	MORK & MINDY	21.8	10,060
3	NFL MONDAY NIGHT FOOTBALL	20.1	9,260
4	CBS NFL FOOTBALL POST#	20.1	9,250
5	NFL FOOTBALL SPECIAL(S)	19.9	9,170
6	WHAT'S HAPPENING	18.9	8,720
7	THREE'S COMPANY#	18.7	8,620
8	PUFF THE MAGIC DRAGON(S)	17.8	8,200
9	60 MINUTES	17.4	8,000
10	BARNEY MILLER	17.2	7,920
11	LAVERNE AND SHIRLEY#	17.0	7,850
11	SOAP	17.0	7,850
13	CHARLIE BROWN SPECIAL(S)	16.9	7,800
14	BATTLESTAR: GALACTICA#	16.8	7,730
15	TAXI#	16.8	7,720
16	M*A*S*H	16.2	7,480
17	ABC FRIDAY NIGHT MOVIE#	16.2	7,450
18	WBC HEAVYWGT CHAMPIONSHIP(S)	15.9	7,330
19	FANTASY ISLAND	15.8	7,290

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	27.9	5,170
2	ALL IN THE FAMILY#	26.8	4,950
3	ALICE#	26.5	4,910
4	BARNABY JONES#	25.5	4,720
5	HAWAII FIVE-O#	23.5	4,350
6	WALTONS	22.5	4,160
7	LITTLE HOUSE-PRAIRIE	22.1	4,080
8	THREE'S COMPANY#	21.2	3,920
9	WBC HEAVYWGT CHAMPIONSHIP(S)	21.1	3,910
10	CBS NFL FOOTBALL POST#	20.5	3,800
11	ABC SUNDAY NIGHT MOVIE#	20.4	3,770
12	NFL MONDAY NIGHT FOOTBALL	20.1	3,720
13	GRANDPA GOES-WASHINGTON#	19.9	3,680
14	WORD, PART I(S)	18.5	3,420
15	TAXI#	18.2	3,370
16	ROCKFORD FILES	17.9	3,310
17	NBC THEATER(S)	17.7	3,280
18	CHARLIE'S ANGELS	16.7	3,090

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC FRIDAY NIGHT MOVIE	5	186		A	15.7	28	1170	1955	660	314	790	424	581	413	86^	166^	780	436	636	512	86^	131^	174^	102^	211	142^
1 FRI. 9.00P 120 ABC FF		98		B	17.1	30	1274	1829	724	333	826	389	594	457	93	175	589	269	428	369	66	117	182	116	232	162
9.00 - 9.30				A	15.8	28	1177	1875	622	302	755	380	521	348	109^	195^	718	362	553	452	86^	148^	164^	100^	238	140^
9.30 - 10.00				A	15.3	27	1140	1915	645	302	777	408	561	406	82^	164^	732	389	579	469	82^	138^	175^	104^	231	139^
10.00 - 10.30				A	15.7	29	1170	2006	669	331	802	461	626	440	62^	138^	799	466	666	543	91^	123^	189^	103^	216	160^
10.30 - 11.00				A	16.1	30	1199	2001	688	319	810	436	602	448	92^	164^	864	522	740	576	84^	112^	169^	105^	158^	128^
ABC NEWSBRIEF-M-F	43	181	179	A	17.8	28	1326	1784	671	286	746	323	512	421	99	179	659	273	436	373	100	173	180	86	199	146
1 MON. 8.57P 2 ABC N		94	94	B	19.1	31	1423	1874	706	281	782	354	534	437	92	188	622	272	407	339	94	167	206	111	264	183
1 TU-TH 9.58P 1																										
1 FRI. 8.58P 1																										
2 MON. 8.58P 1																										
2 W & TH 9.58P 1																										
2 FRI. 9.04P 1																										
ABC NEWSBRIEF-SAT.	9	191	191	A	22.7	39	1691	2111	762	296	861	337	561	501	129	213	625	268	426	352	83	146	233	119	392	287
1 SAT. 9.28P 1 ABC N		96	96	B	20.0	36	1490	1964	757	289	838	308	530	480	116	231	609	228	377	350	88	177	182	95	335	245
2 SAT. 9.58P 1																										
ABC NEWSBRIEF-SUN.	9	188	192	A	20.1	30	1497	1882	604	260	732	360	516	357	83	162	604	309	429	326	64^	137	219	100	327	222
1 SUN. 7.58P 1 ABC N		96	96	B	19.8	30	1475	2202	664	281	758	432	599	431	68	117	696	388	566	454	52	90	273	119	475	330
2 SUN. 8.58P 1																										
ABC SUNDAY NIGHT MOVIE	7	199		A	31.9	48	2377	1987	811	405	920	407	648	526	120	193	753	308	537	467	102	157	177	70^	137	85^
1 SUN. 8.00P 162 ABC FF		99		B	24.2	38	1803	2034	724	365	824	423	637	499	75	126	771	385	598	512	80	116	246	94	193	138
8.00 - 8.30				A	28.6	42	2131	2051	841	390	940	425	651	515	113^	203	709	289	488	422	109^	164	197	78^	205	118
8.30 - 9.00				A	30.3	44	2257	2050	847	409	949	422	668	545	125	205	740	301	531	457	101^	154	183	70^	178	104^
9.00 - 9.30				A	33.2	49	2473	1984	809	397	921	417	655	526	117	189	754	303	535	466	99^	159	167	64^	142	95^
9.30 - 10.00				A	33.6	49	2503	1964	796	410	915	403	648	530	118	188	761	309	535	456	106	171	177	71^	111	82^
10.00 - 10.30				A	34.5	54	2570	1928	775	412	890	382	624	516	122	185	771	322	561	489	104	149	181	74^	86^	53^
ABC WORLD NEWS TONIGHT	30	197	189	A	10.7	20	797	1578	662	265	777	274	432	372	119	276	601	203	315	285	101	228	84	42^	116	86
M-F 6.30P 30 ABC N		99	97	B	9.7	20	723	1608	685	246	778	263	421	372	112	286	607	205	321	306	103	231	88	41	135	80
ALICE(B)			172	A	13.8	25	1028	1968	795	260	827	230^	427	435	126^	292	618	203^	372	352	95^	189^	159^	28v	364	173^
2 SAT. 8.00P 30 CBS CS			94																							
ALICE	2	189		A	22.2	32	1654	1906	741	188	835	191	387	366	144^	375	620	128^	222	264	152	295	179	88^	272	186
1 SUN. 8.30P 30 CBS CS		99		B	22.4	33	1669	1895	768	231	891	210	408	377	150	404	635	133	249	296	132	297	159	80	210	153
ALL IN THE FAMILY	2	194		A	23.2	34	1728	1913	788	247	867	192	396	368	151	411	650	145	269	308	144	287	144	69^	252	147
1 SUN. 8.00P 30 CBS CS		99		B	23.2	34	1728	1899	800	256	911	211	408	386	156	423	649	133	264	321	127	290	138	69	201	131
ALL STAR FAMILY FEUD(S)			181	A	20.3	31	1512	2026	926	273	938	347	620	516	100^	235	657	231	412	367	81^	174	144^	59^	287	247
2 MON. 8.00P 60 ABC QP			95																							
8.00 - 8.30				A	19.0	29	1416	2039	947	275	960	365	648	534	102^	235	665	235	412	365	73^	183	135^	56^	279	226
8.30 - 9.00				A	21.5	32	1602	2017	909	269	920	333	599	504	95^	234	651	225	411	367	86^	169	154	61^	292	264
AMERICAN GIRLS(B)			167	A	16.6	29	1237	1962	761	288	850	336	548	465	124^	230	716	176^	437	477	113^	180^	110^	63^	286	202
2 FRI. 10.00P 60 CBS GD			92																							
10.00 - 10.30				A	16.2	28	1207	1963	737	285	825	326	527	440	124^	228	698	176^	432	469	108^	170^	122^	57^	318	227
10.30 - 11.00				A	17.1	31	1274	1945	776	287	865	340	562	487	122^	229	728	173^	440	480	119^	189^	100^	71^	252	175^
BARNABY JONES	6		198	A	20.7	37	1542	1787	829	244	877	254	473	456	161	316	747	178	323	384	141^	308	71^	31v	92^	57^
2 THU. 10.00P 60 CBS PD			99	B	20.2	36	1505	1702	738	255	814	228	421	412	152	293	703	223	374	359	130	251	94	41	91	61
CONT'D																										

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
BARNABY JONES-CONT'D																										
10.00 - 10.30				A	20.6	36	1535	1809	830	246	874	264	480	455	154^	308	760	193	340	391	134^	306	62^	31v	113^	68^
10.30 - 11.00				A	20.9	38	1557	1748	826	242	876	245	465	453	164	321	729	164	304	374	147^	306	72^	28v	71^	43^
BARNEY MILLER	8	194	195	A	22.9	36	1706	1780	689	298	772	388	561	431	78	156	611	303	465	369	64^	114	193	111	204	151
THU. 9.00P 30 ABC CS		99	99	B	24.1	39	1795	1873	729	317	800	386	573	455	83	169	650	326	469	374	75	135	219	126	204	146
BATTLESTAR: GALACTICA	7		201	A	19.3	29	1438	2022	538	223	655	370	538	352	61^	87^	683	404	538	408	45^	101^	286	118^	398	277
2 SUN. 8.00P 60 ABC SF			99	B	22.6	35	1684	2329	654	275	755	456	629	444	54	94	745	429	624	510	46	76	298	124	531	374
8.00 - 8.30				A	18.6	28	1386	2039	530	220	667	375	550	355	61^	90^	667	389	514	396	49^	106^	302	127^	403	281
8.30 - 9.00				A	20.1	30	1497	1988	542	225	638	360	521	347	58^	82^	696	418	557	415	40v	96^	265	108^	389	270
BIG EVENT-TUE.	6	202		A	16.6	28	1237	1583	861	316	898	331	477	499	183^	302	486	160^	265	269	111^	171^	98^	57^	101^	74^
1 TUE. 9.00P 120 NBC FV		99		B	17.5	28	1304	1582	822	283	875	265	471	475	136	315	511	150	284	279	99	179	102	53	94	72
9.00 - 9.30				A	14.7	23	1095	1708	875	310	930	322	455	471	195^	378	537	159^	263	295	140^	219^	88^	41v	153^	116^
9.30 - 10.00				A	17.4	28	1296	1616	887	315	921	342	493	515	186^	314	475	150^	258	275	97^	163^	114^	67^	106^	84^
10.00 - 10.30				A	17.7	31	1319	1536	846	316	879	337	487	497	182^	277	480	164^	273	256	109^	161^	91^	57^	86^	53^
10.30 - 11.00				A	16.8	31	1252	1462	824	313	855	317	459	502	175^	251	449	164^	256	246	99^	143^	94^	59^	64^	51^
BIG EVENT	5	201	200	A	18.0	27	1341	1979	677	249	750	315	503	435	87^	178	734	358	526	430	75^	156	246	133	249	180
1 SUN. 8.00P 120 NBC FV		99	99	B	18.7	28	1393	2052	776	291	848	345	548	488	107	222	747	345	515	412	88	166	213	113	244	184
2 SUN. 9.00P 120																										
8.00 - 8.30				A	14.2	21	1058	2219	626	252	681	246	403	362	115^	224^	847	415	583	509	88^	210^	214^	72^	477	326
8.30 - 9.00				A	13.9	20	1036	2201	597	214^	645	268	416	372	88^	172^	837	441	586	501	84^	201^	240	71^	479	343
9.00 - 9.30				A	18.0	26	1341	2030	669	251	739	301	491	422	96	189	747	359	532	437	73^	160	238	116	306	203
9.30 - 10.00				A	18.4	27	1371	1963	676	238	742	306	497	437	87^	177	730	357	528	426	74^	151	262	136	229	170
10.00 - 10.30				A	22.2	34	1654	1806	715	251	812	372	574	479	69^	162	648	319	489	368	65^	121^	267	194	79^	74^
10.30 - 11.00				A	20.6	36	1535	1780	746	280	833	369	577	503	72^	155^	661	307	478	393	79^	127^	235	180	51^	51^
CAMP '78-ELECTION- 7.00PM(S)			96	A	6.1	11	454	1775	691	314^	737	146^	375^	398^	111v	287^	731	273^	419^	483^	92v	248^	80v	32v	227^	195^
2 TUE. 7.00P 23 CBS P			72																							
CAMP '78-ELECTION- 7.30PM(S)			123	A	7.2	13	536	2002	713	242^	746	174^	290^	326^	126^	378^	875	215^	385^	443^	162^	376^	195^	27v	186^	132^
2 TUE. 7.30P 23 CBS P			78																							
CAMP '78-ELECTION- 8.00PM(S)			169	A	11.1	19	827	1842	782	300	831	262^	407	352	109^	341	698	241^	354	370	104^	284^	96^	17v	217^	162^
2 TUE. 8.00P 23 CBS P			94																							
CAMP '78-ELECTION- 8.30PM(S)			173	A	10.8	18	805	1773	743	253^	798	220^	394	333	106^	333	674	238^	328	371	87^	253^	85^	25v	216^	154^
2 TUE. 8.30P 23 CBS P			94																							
CAMP '78-ELECTION- 9.00PM(S)			175	A	11.5	19	857	1825	925	390	925	363	569	376	109^	299	694	177^	319	348	124^	289	81^	28v	125^	78^
2 TUE. 9.00P 23 CBS P			96																							
CAMP '78-ELECTION- 9.30PM(S)			175	A	11.2	19	834	1700	750	255^	750	155^	386	442	93^	275^	754	185^	382	410	112^	265^	106^	41v	90^	69v
2 TUE. 9.30P 23 CBS P			95																							
CAMP '78-ELECTION-10.00PM(S)			178	A	12.1	21	901	1653	688	220^	707	140^	311	405	112^	302	732	183^	327	335	161^	324	135^	47v	79^	62v
2 TUE. 10.00P 23 CBS P			96																							
CAMP '78-ELECTION-10.30PM(S)			180	A	10.3	19	767	1563	678	210^	693	83^	253^	366	109^	327	754	230^	362	274^	147^	333	76v	19v	40v	32v
2 TUE. 10.30P 23 CBS P			93																							
CARTER COUNTRY	3		197	A	14.8	26	1103	1911	729	245	780	289	451	388	142^	247	677	310	446	334	100^	203^	147^	50v	307	227
2 SAT. 8.30P 30 ABC CS			99	B	16.1	29	1199	2091	753	272	843	324	517	416	119	255	709	302	448	360	102	213	167	63	372	257

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CBS EVENING NEWS-CRONKITE	30	195	190	A	14.1	27	1050	1621	701	218	747	180	308	320	151	369	638	197	295	303	134	293	105	49^	131	72
M-F 6.30P 30 CBS N		99	98	B	13.1	27	976	1605	701	213	758	170	310	323	149	371	608	168	268	284	138	290	98	50	141	75
CBS SAT. NEWS-SCHIEFFER	6	138	135	A	10.8	22	805	1636	677	190	764	125^	296	301	123^	412	592	122^	252	291	136^	280	135^	87^	145^	52^
SAT. 6.30P 30 CBS N		88	88	B	8.6	18	641	1667	685	214	768	150	287	297	140	418	653	160	272	293	112	313	86	59	160	88
CBS TUESDAY NIGHT MOVIES	7	181		A	13.7	23	1021	1761	700	265	814	263	470	441	97^	234^	627	255	454	391	44v	141^	210^	90^	110^	68^
1 TUE. 9.00P 120 CBS FF		98		B	16.2	26	1207	1820	723	287	802	329	533	448	102	198	704	315	473	411	87	167	194	79	120	85
9.00 - 9.30				A	12.5	19	931	1816	704	263	810	243^	452	417	89^	246^	648	238^	420	388	53v	178^	211^	108^	147^	101^
9.30 - 10.00				A	13.6	22	1013	1891	750	277	860	280	486	473	96^	251	633	248	446	388	41v	145^	245	116^	153^	100^
10.00 - 10.30				A	14.6	25	1088	1728	692	263	804	254	451	448	102^	225^	631	287	487	396	38v	121^	211^	73^	82^	36v
10.30 - 11.00				A	14.2	26	1058	1601	653	256	773	269	488	413	100^	215^	593	242	454	384	48v	125^	170^	65^	65^	44v
CBS WEDNESDAY NIGHT MOVIE	5	187		A	18.0	30	1341	1893	679	324	716	279	453	381	83^	187	729	320	494	458	85^	159^	278	125^	170^	117^
1 WED. 9.00P 120 CBS FF		98		B	15.5	25	1155	1826	737	311	793	333	534	442	106	186	655	292	427	372	93	166	254	117	124	80
9.00 - 9.30				A	16.6	26	1237	1992	708	326	735	249	446	407	101^	215	680	309	476	444	76^	144^	317	162^	260	171^
9.30 - 10.00				A	18.2	29	1356	1798	649	311	674	249	402	354	87^	191	712	320	490	449	74^	147^	270	134^	142^	104^
10.00 - 10.30				A	19.0	32	1416	1917	680	341	724	299	471	385	75^	174	759	313	497	479	87^	165^	277	110^	157^	109^
10.30 - 11.00				A	18.0	33	1341	1878	679	315	723	306	486	374	77^	171^	762	339	516	458	102^	175^	262	106^	131^	86^
CENTENNIAL(B)			209	A	18.4	32	1371	1968	803	237	834	299	523	457	106^	236	847	276	459	468	146^	280	158^	62^	129^	86^
2 SAT. 9.00P 120 NBC GD			99																							
9.00 - 9.30				A	17.7	30	1319	2089	809	239	856	324	543	468	96^	244	844	278	468	487	129^	265	170^	80^	219	135^
9.30 - 10.00				A	18.1	30	1348	2000	789	238	824	308	528	444	100^	226	868	300	472	484	154^	280	168^	72^	140^	90^
10.00 - 10.30				A	18.9	34	1408	1923	822	247	840	288	532	465	110^	233	854	271	461	461	158^	293	153^	49^	76^	57^
10.30 - 11.00				A	18.9	35	1408	1866	790	220	817	276	493	457	115^	240	821	259	437	442	147^	280	139^	47^	89^	67^
CENTENNIAL(B)		209		A	16.4	30	1222	1766	763	306	828	268	422	399	191^	329	666	266	369	353	164^	225	137^	38v	135^	132^
1 SAT. 9.00P 120 NBC GD		99																								
9.00 - 9.30				A	14.9	26	1110	1841	790	309	858	280	427	420	169^	340	690	259	359	348	158^	245	150^	37v	143^	121^
9.30 - 10.00				A	16.9	30	1259	1758	761	300	824	271	425	412	181^	321	675	267	365	359	170^	232	128^	34v	131^	131^
10.00 - 10.30				A	17.0	31	1267	1710	745	298	807	268	413	379	206	324	645	262	361	345	177^	223	122^	42v	136^	136^
10.30 - 11.00				A	16.9	32	1259	1747	758	312	823	257	421	385	204	326	645	275	386	353	154^	196	145^	35v	134^	134^
CHARLIE BROWN SPECIAL(S)		194		A	25.6	39	1907	2401	653	235	699	329	557	477	39^	111^	543	269	411	338	58^	101^	300	166	859	530
1 MON. 8.00P 30 CBS EA		99																								
CHARLIE'S ANGELS	8	204	203	A	24.1	38	1795	1850	698	306	786	307	514	434	117	213	582	205	338	312	87	172	223	95	259	212
WED. 9.00P 60 ABC PD		99	99	B	26.3	41	1959	1891	754	299	832	345	541	461	116	223	592	225	356	306	110	182	233	123	234	187
9.00 - 9.30				A	24.0	38	1788	1884	694	296	779	287	496	422	119	225	594	206	340	317	88	177	229	98	282	231
9.30 - 10.00				A	24.2	38	1803	1813	702	315	792	328	531	448	116	201	573	205	341	310	85	167	215	91	233	192
CHIPS	8	211	213	A	19.3	35	1438	2303	768	269	864	311	493	447	124	286	716	263	428	417	97	200	235	111	488	333
SAT. 8.00P 60 NBC OP		99	97	B	19.4	36	1445	2265	721	245	804	281	476	431	113	258	706	251	435	405	106	199	241	107	514	371
8.00 - 8.30				A	17.7	33	1319	2276	769	263	861	301	481	428	123	301	703	248	409	403	96^	207	239	114	473	314
8.30 - 9.00				A	20.8	37	1550	2329	771	273	869	317	503	464	123	275	732	275	445	428	101	201	228	110	500	349
CINDERELLA AT THE PALACE(S)		191		A	13.9	24	1036	1611	811	265	862	167^	330	414	191^	401	598	177^	290	306	101^	248	55v	20v	96^	75^
1 THU. 9.00P 120 CBS GV		99																								
9.00 - 9.30				A	16.0	25	1192	1690	810	251	865	169^	339	392	184^	426	579	167^	258	294	85^	257	89^	38v	157^	121^
9.30 - 10.00				A	14.2	23	1058	1693	840	270	901	152^	345	422	183^	437	606	165^	258	298	85^	262	76^	36v	110^	93^
10.00 - 10.30				A	13.9	25	1036	1507	798	267	840	172^	305	423	205^	377	588	190^	321	321	104^	220^	24v	LT	55v	42v
10.30 - 11.00				A	11.5	22	857	1513	781	269^	825	173^	321	422	198^	348	621	188^	335	318	140^	248^	27v	LT	40v	30v

KEY: A – CURRENT REPORT B – SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
DALLAS	3	188	187	A	18.3	32	1363	1569	715	298	873	289	509	476	131	284	554	141	261	325	86^	185	111	63^	31^	23^
1 SUN. 10.00P 60 CBS GD		99	99	B	18.0	31	1341	1596	713	307	862	284	492	465	131	282	602	168	289	333	113	219	104	56	28	22
2 SUN. 10.24P 60																										
10.00 - 10.30				A	14.6	23	1088	1638	747	215^	804	205^	418	432	143^	311	556	107^	230	313	100^	221^	169^	79^	109^	91^
10.30 - 11.00				A	18.7	33	1393	1556	735	312	895	302	534	489	133	283	540	134	249	306	89^	188	104	58^	17v	10v
11.00 - 11.30				A	20.7	42	1542	1530	645	318	878	323	523	483	121^	269	581	173	303	356	72^	162	71^	60^	LT	LT
DAVID CASSIDY-UNDERCOVER	2	196	197	A	16.0	29	1192	1564	627	222	695	233	426	396	86^	197	692	244	442	417	89^	175	138	58^	39^	34^
THU. 10.00P 60 NBC OP		98	99	B	16.0	29	1192	1564	627	222	695	233	426	396	86	197	692	244	442	417	89	175	138	58	39	34
10.00 - 10.30				A	16.3	29	1214	1563	618	230	689	236	422	394	92^	193	691	245	447	420	85^	168	137	55^	46^	42^
10.30 - 11.00				A	15.7	29	1170	1555	631	212	697	230	428	395	82^	199	692	241	437	412	94^	184	137	58^	29^	26v
DECISION '78-ELECT- 7.00P(S)			68	A	4.6	9	343	1542	819	307^	846	139v	326^	335^	232^	441^	619^	118v	200^	200^	127v	347^	LT	LT	77v	LT
2 TUE. 7.00P 23 NBC P			60																							
DECISION '78-ELECT- 7.30P(S)			100	A	6.0	11	447	1468	750	204^	786	152^	288^	349^	137v	379^	552	163^	163^	177^	125v	291^	LT	LT	130v	42v
2 TUE. 7.30P 23 NBC P			71																							
DECISION '78-ELECT- 8.00P(S)			162	A	10.1	17	752	1626	833	205^	895	238^	386	351	167^	413	561	160^	265^	283^	75v	232^	45v	LT	125^	76v
2 TUE. 8.00P 23 NBC P			88																							
DECISION '78-ELECT- 8.30P(S)			168	A	10.0	17	745	1608	794	201^	862	198^	333	331	170^	429	575	151^	268^	246^	100^	275^	57v	LT	114^	73v
2 TUE. 8.30P 23 NBC P			89																							
DECISION '78-ELECT- 9.00P(S)			178	A	10.8	18	805	1604	803	198^	868	163^	270^	323	203^	458	609	168^	283^	253^	119^	287^	36v	LT	91^	70v
2 TUE. 9.00P 23 NBC P			94																							
DECISION '78-ELECT- 9.30P(S)			180	A	10.5	18	782	1581	773	221^	843	179^	279^	293^	218^	455	631	144^	247^	221^	144^	353	38v	LT	69v	61v
2 TUE. 9.30P 23 NBC P			94																							
DECISION '78-ELECT-10.00P(S)			182	A	9.8	17	730	1675	719	158^	832	209^	353	392	107^	338	703	181^	353	347	104^	291^	85v	9v	55v	43v
2 TUE. 10.00P 23 NBC P			94																							
DECISION '78-ELECT-10.30P(S)			184	A	10.0	19	745	1648	880	157^	895	254^	424	433	120^	323^	641	178^	331	318^	102^	260^	68v	15v	44v	44v
2 TUE. 10.30P 30 NBC P			95																							
DICK CLARK'S LIVE WEDNSDY	6	197	204	A	16.2	26	1207	1720	697	208	755	301	437	356	113	263	619	273	411	355	77^	177	154	61^	192	125
WED. 8.00P 60 NBC GV		98	98	B	16.5	27	1229	1892	724	291	812	354	507	396	115	246	624	280	423	346	72	163	186	80	270	194
8.00 - 8.30				A	15.5	25	1155	1772	692	225	756	304	441	364	108	260	644	287	417	346	88^	195	162	63^	210	145
8.30 - 9.00				A	17.0	26	1267	1657	694	188	746	297	430	348	118	262	590	260	401	356	70^	161	146	58^	175	106
DIFF'RENT STROKES	2	177	195	A	17.2	30	1281	1896	826	315	897	260	451	426	161	372	592	200	323	269	112	228	125	63^	282	195
FRI. 8.00P 30 NBC CS		92	97	B	17.2	30	1281	1896	826	315	897	260	451	426	161	372	592	200	323	269	112	228	125	63	282	195
EDDIE CAPRA MYSTERIES	7	204	203	A	17.2	31	1281	1608	797	314	866	252	448	516	119	286	601	178	310	360	101	214	66^	41^	75^	65^
FRI. 10.00P 60 NBC SM		99	99	B	15.6	28	1162	1638	755	284	826	235	439	463	141	292	619	170	332	348	122	221	102	51	91	75
10.00 - 10.30				A	17.1	30	1274	1636	811	324	885	262	455	517	123	298	594	174	301	353	103	218	61^	38^	96^	76^
10.30 - 11.00				A	17.2	32	1281	1583	786	306	850	246	447	518	114	272	611	185	321	369	97^	209	67^	43^	55^	55^
EIGHT IS ENOUGH	9	199	199	A	24.2	38	1803	2104	718	302	808	322	531	442	92	218	509	219	313	269	70^	133	312	181	475	385
WED. 8.00P 60 ABC CS		99	99	B	22.0	36	1639	2090	772	284	869	370	560	460	98	240	518	223	315	259	80	155	275	170	428	319
8.00 - 8.30				A	22.4	36	1669	2136	732	302	822	331	540	446	92	222	519	220	312	269	73^	143	304	178	491	390
8.30 - 9.00				A	26.0	40	1937	2070	704	299	793	312	519	436	91	216	501	219	317	271	64	122	317	187	459	380
FAMILY	6	196	193	A	18.0	32	1341	1768	792	312	902	486	688	511	88^	168	543	288	424	327	53^	96	200	147	123	95
THU. 10.00P 60 ABC GD		99	98	B	18.7	33	1393	1740	834	312	926	484	698	534	85	183	506	284	385	296	49	92	195	136	113	87
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
FAMILY-CONT'D																										
10.00 - 10.30				A	18.4	32	1371	1781	777	316	878	476	673	501	84^	160	559	283	428	334	58^	106	207	150	137	103
10.30 - 11.00				A	17.5	33	1304	1751	811	310	930	501	706	525	93^	175	522	291	417	319	47^	84^	193	142	106	87^
FANTASY ISLAND	8	196	196	A	21.5	39	1602	2039	746	277	838	330	559	516	94	190	661	290	455	367	77^	149	243	129	297	230
1 SAT. 9.30P 90 ABC A		99	99	B	20.8	39	1550	1928	730	275	810	330	548	488	91	187	625	268	426	357	71	148	212	110	281	221
2 SAT. 10.00P 60																										
9.30 - 10.00				A	21.0	38	1565	1949	761	307	846	296	522	499	131^	244	610	245	411	351	78^	154^	221	108^	272	194
10.00 - 10.30				A	22.0	39	1639	2090	748	276	843	341	569	516	84	176	668	294	457	368	83	154	253	134	326	254
10.30 - 11.00				A	21.4	40	1594	2013	734	260	822	328	560	516	84	177	667	302	469	371	68^	137	243	135	281	221
FIRST YOU CRY(S)			189	A	21.1	34	1572	1743	781	290	917	324	538	553	115^	265	539	183	329	325	57^	136^	138^	114^	149^	71^
2 WED. 9.00P 120 CBS FF			99																							
9.00 - 9.30				A	20.0	31	1490	1707	771	257	889	297	510	512	120^	282	529	186	317	306	58^	148^	129^	93^	160^	81^
9.30 - 10.00				A	20.6	31	1535	1754	774	271	903	303	537	547	119^	261	535	180	333	323	54^	139^	166	134^	150^	73^
10.00 - 10.30				A	21.9	35	1632	1740	768	298	919	336	548	561	106^	252	548	180	337	343	59^	129^	119^	103^	154	73^
10.30 - 11.00				A	22.1	38	1646	1748	801	326	948	351	549	581	111^	264	530	177	318	322	57^	129^	136^	121^	134^	61^
FLYING HIGH	6	181		A	16.0	30	1192	2200	664	269	741	332	499	477	97^	150^	678	229	425	431	113^	172^	282	157^	499	407
1 FRI. 10.00P 60 CBS CS		94		B	15.4	28	1147	1966	703	258	751	354	530	473	97	162	614	266	425	373	87	140	238	109	363	283
10.00 - 10.30				A	15.9	29	1185	2240	665	257	735	322	495	474	99^	151^	686	222	433	432	112^	173^	273	153^	546	441
10.30 - 11.00				A	16.1	30	1199	2147	662	278	743	342	503	475	97^	148^	670	238	414	425	114^	174^	286	157^	448	371
GOOD TIMES (B)			179	A	15.9	25	1185	1823	785	189^	822	264	432	389	127^	339	620	213	361	328	100^	208	81^	30v	300	156^
2 WED. 8.00P 30 CBS CS			94																							
GRANDPA GOES-WASHINGTON	5	194		A	12.8	21	954	1693	837	230^	909	170^	293	339	211^	514	620	46v	156^	220^	217^	385	31v	12v	133^	72^
1 TUE. 8.00P 60 NBC GD		93		B	15.0	24	1118	1803	810	206	887	187	330	343	180	469	628	145	253	252	150	298	85	44	203	146
8.00 - 8.30				A	12.6	21	939	1736	851	204^	923	165^	267	330	215^	538	624	51v	138^	200^	220^	396	44v	25v	145^	86^
8.30 - 9.00				A	12.9	21	961	1647	825	255	895	172^	317	345	209^	494	616	39v	170^	237^	216^	379	18v	LT	118^	59v
HAPPY DAYS	7	213		A	25.3	42	1885	1925	636	239	737	315	520	427	112^	166	562	260	379	337	81^	129^	255	122^	371	242
1 TUE. 8.00P 30 ABC CS		99		B	27.2	44	2026	2219	737	311	830	424	619	488	74	158	557	288	408	340	60	100	318	158	514	357
HAPPY DAYS-FRI.(S)		196		A	19.2	34	1430	1965	628	183	682	344	488	385	67^	141^	491	257	352	297	17v	80^	250	118^	542	361
1 FRI. 8.00P 30 ABC CS		98																								
HARDY BOYS MYSTERIES	6	186		A	12.3	19	916	1914	682	318	817	337	484	385	124^	241^	572	214^	342	289	78^	166^	202^	102^	323	235^
1 SUN. 7.00P 60 ABC SM		97		B	13.9	23	1036	2207	726	298	841	384	570	444	99	218	567	225	386	329	64	135	301	168	498	342
7.00 - 7.30				A	11.1	18	827	1904	683	322	809	323	466	378	130^	250^	570	206^	335	287^	75v	174^	208^	96^	317	249^
7.30 - 8.00				A	13.5	20	1006	1908	679	315	818	349	498	389	118^	231^	574	219^	347	290	80^	162^	192^	104^	324	223^
HAWAII FIVE-O	6		193	A	16.2	26	1207	2002	800	303	862	232	386	376	184^	374	741	145^	257	312	126^	360	103^	51v	296	162^
2 THU. 9.00P 60 CBS OP			99	B	16.9	27	1259	1730	757	246	827	211	384	369	145	363	658	175	298	303	119	279	92	47	153	107
9.00 - 9.30				A	16.0	26	1192	2008	811	316	877	231	387	380	190^	385	743	149^	259	317	126^	351	87^	51v	301	162^
9.30 - 10.00				A	16.5	26	1229	1974	785	287	841	229	381	370	175^	361	732	140^	253	304	126^	365	113^	48v	288	159^
HOLLYWOOD-DIAMOND JUBILEE(S)			187	A	10.5	18	782	1546	732	244^	813	173^	328	406	152^	376	530	110^	263^	262^	82^	223^	106^	47v	97^	68v
2 SAT. 9.00P 120 CBS GV			99																							
9.00 - 9.30				A	12.2	21	909	1650	742	267^	825	178^	348	421	142^	370	561	130^	287	269	84^	231^	121^	47v	143^	103^
9.30 - 10.00				A	10.3	17	767	1555	731	253^	813	154^	304^	393	159^	397	541	117^	264^	260^	84^	227^	94^	49v	107^	69v
10.00 - 10.30				A	10.4	18	775	1446	702	226^	798	167^	305^	383	171^	387	499	79v	231^	246^	83^	224^	92^	48v	57v	40v
10.30 - 11.00				A	9.2	17	685	1480	745	224^	807	195^	351^	420	132^	344^	506	110^	256^	265^	78v	208^	99^	36v	68v	53v
INCREDIBLE HULK	8	193	190	A	19.8	34	1475	2247	661	243	759	337	532	476	81^	164	621	191	436	433	77^	131	214	102	653	451
CONT'D																										

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES (AUDIENCE COMPOSITION)

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1978 REPORT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
INCREDIBLE HULK-CONT'D																										
FRI. 9.00P 60 CBS SF		99	98	B	18.7	32	1393	2147	699	260	773	350	537	479	93	176	601	249	425	365	86	135	213	86	560	390
9.00 - 9.30				A	19.7	34	1468	2221	655	233	751	329	522	468	80^	169	602	189	426	424	76^	125	209	100	659	450
9.30 - 10.00				A	20.0	34	1490	2252	660	251	761	342	540	479	81^	158	628	187	437	439	77^	135	219	102	644	450
JEFFERSONS (B)		167		A	14.5	27	1080	2139	858	429	943	265	481	469	158^	376	599	254	361	271	75^	204^	153^	116^	444	303
1 SAT. 8.00P 30 CBS CS		92																								
JEFFERSONS	7	184	189	A	17.6	28	1311	1847	755	217	810	253	421	407	133	317	626	203	358	321	87^	218	116	49^	295	173
WED. 8.00P 30 CBS CS		96	97	B	17.0	28	1267	1860	762	244	830	266	471	417	128	299	589	188	307	278	98	228	151	54	290	165
KAZ	2	194		A	16.1	24	1199	1748	748	227	793	169^	396	388	151^	341	626	131^	273	323	121^	240	195^	90^	134^	83^
1 SUN. 9.00P 60 CBS GD		99		B	16.4	24	1222	1765	749	244	844	233	448	400	126	336	650	172	311	367	112	237	164	64	107	65
9.00 - 9.30				A	16.2	24	1207	1799	749	219	799	171^	401	387	147^	347	639	126^	272	319	125^	255	205	94^	156^	97^
9.30 - 10.00				A	15.9	23	1185	1691	753	234	790	169^	393	388	155^	336	613	136^	274	328	116^	225	179^	83^	109^	67^
LAVERNE AND SHIRLEY	7	212		A	27.6	44	2056	1908	652	230	742	320	522	435	103^	162	572	263	381	326	88^	136	253	142	341	238
1 TUE. 8.30P 30 ABC CS		99		B	26.1	42	1944	2149	732	302	823	417	606	488	79	163	546	269	396	327	60	105	299	166	481	328
LIFELINE	5	198		A	12.4	21	924	1687	814	272	830	314	513	510	120^	197^	609	275	423	377	92^	135^	178^	39v	70^	38v
1 SUN. 10.00P 60 NBC GD		98		B	14.5	25	1080	1758	794	256	858	318	535	488	123	241	700	292	470	427	98	165	123	53	77	47
10.00 - 10.30				A	11.4	18	849	1746	833	283^	833	316	529	515	119^	198^	632	278^	449	393	85^	136^	189^	39v	92^	45v
10.30 - 11.00				A	13.3	24	991	1637	802	262	831	312	499	504	121^	201^	591	272	399	360	101^	139^	168^	40v	47v	31v
LI'L ABNER IN DOGPATCH(S)			209	A	11.1	18	827	1603	622	151^	722	201^	417	380	136^	266^	521	131^	317	305	56v	183^	106^	61v	254^	149^
2 THU. 8.00P 60 NBC MD			99																							
8.00 - 8.30				A	10.4	17	775	1603	598	156^	692	190^	399	366	139^	253^	502	101^	286^	278^	54v	189^	113^	65v	296^	160^
8.30 - 9.00				A	11.8	19	879	1594	639	147^	743	208^	429	387	136^	279	535	156^	342	327	56v	175^	101^	59v	215^	138^
LITTLE HOUSE-PRAIRIE	9	219	218	A	26.2	39	1952	1915	786	326	915	333	486	410	147	350	536	161	261	274	84	208	150	89	314	206
MON. 8.00P 60 NBC GD		99	99	B	25.2	39	1877	2026	798	268	914	314	488	441	130	345	539	166	271	273	93	205	195	116	378	261
8.00 - 8.30				A	24.5	37	1825	1893	792	331	922	335	484	405	151	360	534	159	252	268	89	214	140	84	297	191
8.30 - 9.00				A	27.9	41	2079	1930	782	321	909	332	488	413	142	341	536	160	266	280	79	202	157	91	328	221
LOU GRANT	6	192	191	A	18.8	30	1401	1717	863	344	933	405	639	534	96	201	569	277	390	335	67^	129	166	93	49^	48^
MON. 10.00P 60 CBS GD		99	99	B	18.8	30	1401	1703	838	327	914	376	606	503	98	219	577	240	356	334	87	158	163	79	49	42
10.00 - 10.30				A	18.8	29	1401	1763	857	337	931	405	643	531	95	196	573	278	393	339	67^	129	184	101	75^	74^
10.30 - 11.00				A	18.8	31	1401	1663	869	350	933	403	632	539	94	204	559	271	383	327	68^	130	150	85^	21v	21v
LOVE BOAT	8	201	201	A	23.1	41	1721	2049	758	295	861	326	541	473	125	242	607	250	404	350	78	144	213	117	368	268
1 SAT. 8.00P 90 ABC CS		99	99	B	21.2	38	1579	1996	772	287	861	322	525	475	124	258	595	230	372	340	87	169	183	98	357	251
2 SAT. 9.00P 60																										
8.00 - 8.30				A	16.4	31	1222	1863	734	260	834	272	477	438	104^	290	602	231	376	340	88^	172^	178^	107^	249	178^
8.30 - 9.00				A	21.7	40	1617	1961	815	311	920	312	540	474	145^	320	561	220	344	309	83^	161	190	114^	290	209
9.00 - 9.30				A	25.3	44	1885	2099	754	302	854	334	546	474	137	229	611	254	416	359	78	132	223	114	411	300
9.30 - 10.00				A	26.7	45	1989	2150	726	286	836	357	572	492	99^	168	641	277	445	378	74^	132	246	134	427	313
M*A*S*H	8	195	195	A	25.2	37	1877	1951	792	339	890	383	595	484	103	220	595	283	398	343	65^	143	260	123	206	132
MON. 9.00P 30 CBS CS		99	99	B	24.5	36	1825	1940	780	332	866	373	582	469	107	216	624	293	419	361	80	153	225	103	225	159
MORK & MINDY	8	198	198	A	26.2	43	1952	2224	671	306	749	418	600	436	67	100	636	347	514	371	56^	98	341	163	498	375
THU. 8.00P 30 ABC CS		99	99	B	26.2	44	1952	2210	680	307	749	405	592	461	60	104	599	323	473	369	51	86	332	175	530	386
NBC MONDAY NIGHT MOVIES	8		200	A	21.7	33	1617	1763	786	368	922	357	554	429	146^	285	573	223	352	303	71^	177	135^	90^	133^	102^
2 MON. 9.00P 120 NBC FF			99	B	21.4	33	1594	1718	811	308	921	353	562	493	123	271	529	194	317	284	79	163	145	86	123	97
CONT'D																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	18-34	18-49	25-54	55-64	55+	MEN TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11
EVENING CONT'D																										
NBC MONDAY NIGHT M-CONT'D																										
9.00 - 9.30				A	21.2	31	1579	1816	798	372	910	359	554	423	151^	293	548	210	332	308	55^	169	135^	97^	223	152^
9.30 - 10.00				A	22.0	32	1639	1760	759	347	896	334	528	426	145^	291	563	220	347	304	62^	171	150	101^	151	105^
10.00 - 10.30				A	22.2	34	1654	1719	783	372	923	354	548	412	145^	291	574	210	347	297	74^	184	133^	85^	89^	84^
10.30 - 11.00				A	21.4	36	1594	1752	805	381	953	368	580	447	145^	273	610	260	384	305	88^	182	121^	83^	68^	68^
NBC NEWS UPDATE-M-F	28	179	186	A	15.4	24	1147	1779	747	256	833	272	424	379	151	335	568	183	295	283	101	219	137	68	241	170
1 M-F 8.58P 1 NBC N		90	91	B	16.5	26	1229	1887	735	251	824	266	426	393	141	322	622	213	341	313	115	222	158	80	283	198
2 MWTHF 8.58P 1																										
NBC NEWS UPDATE-SAT.	6	195	191	A	16.4	29	1222	2277	786	259	890	319	515	471	123	275	733	262	437	425	110	212	208	112	446	311
SAT. 8.58P 1 NBC N		93	90	B	17.5	31	1304	2260	711	245	807	303	497	436	117	235	694	269	436	384	100	190	242	127	517	372
NBC NEWS UPDATE-SUN.	5	193	195	A	16.6	24	1237	2269	610	200	673	242	415	394	103	186	844	352	574	511	100^	197	235	103	517	353
1 SUN. 9.07P 1 NBC N		93	93	B	18.9	28	1408	2048	763	239	823	271	469	441	133	284	785	293	484	440	121	238	150	72	290	192
2 SUN. 8.58P 1																										
NBC NIGHTLY NEWS-SAT.	5	144	142	A	7.9	16	589	1570	748	193^	815	217	319	326	148^	418	606	151^	247	256	86^	292	74^	27v	75^	53v
SAT. 6.30P 30 NBC N		83	82	B	7.0	15	522	1608	752	198	820	214	350	308	155	409	629	169	259	257	116	310	58	28	101	64
NBC NIGHTLY NEWS-SUN.	3	112	121	A	6.8	12	507	1562	611	162^	676	99^	219^	285	103^	342	677	169^	303	357	92^	309	16v	16v	193^	59v
SUN. 6.30P 30 NBC N		61	71	B	6.4	12	477	1606	662	140	720	141	257	288	147	363	668	164	301	335	118	305	35	10	183	81
NBC NIGHTLY NEWS	30	205	201	A	12.5	24	931	1576	694	193	769	182	322	309	167	370	626	143	266	267	131	294	70	27^	111	75
M-F 6.30P 30 NBC N		99	97	B	11.8	24	879	1602	713	210	787	189	327	314	168	388	644	165	284	261	125	298	61	26	110	68
NBC THEATER(S)		202		A	23.3	36	1736	1656	787	252	858	220	392	417	139^	363	466	131^	249	237	94^	189	187	120^	145	124^
1 MON. 9.00P 120 NBC FF		99																								
9.00 - 9.30				A	22.9	33	1706	1754	803	271	880	222	386	405	156	393	520	114^	271	251	111^	234	176	106^	178	152
9.30 - 10.00				A	24.0	36	1788	1672	777	238	840	211	385	400	144	370	464	135^	255	242	87^	177	211	124^	157	137^
10.00 - 10.30				A	23.6	37	1758	1630	773	245	841	233	404	430	126^	330	441	143	239	226	87^	171	190	128^	158	130^
10.30 - 11.00				A	22.8	38	1699	1551	794	247	864	219	396	434	127^	352	433	132^	228	224	95^	176	171	118^	83^	74^
NEWSBREAK-M-F	39	163	167	A	15.0	24	1118	2074	782	279	849	291	488	437	133	291	635	228	374	351	87	207	184	83	406	259
1 M-F 8.58P 1 CBS N		87	89	B	15.1	24	1125	1947	750	285	837	303	486	416	127	283	604	226	347	321	98	201	168	73	338	210
2 MWTHF 8.58P 1																										
NEWSBREAK-SAT.	8	165	160	A	12.3	22	916	2093	787	278	831	270	460	444	132^	262	632	249	446	358	84^	157	233	141	397	253
1 SAT. 9.07P 1 CBS N		92	92	B	12.1	22	901	1881	776	286	870	282	472	421	135	310	538	181	322	293	81	175	182	127	291	193
2 SAT. 8.28P 1																										
NEWSBREAK-SUN.	8	165	170	A	20.9	30	1557	1774	769	317	894	230	454	424	145	351	568	145	275	305	123	217	162	70^	150	108
1 SUN. 8.58P 1 CBS N		93	94	B	19.4	28	1445	1855	794	329	902	264	458	438	141	345	607	167	304	325	111	230	163	93	183	129
2 SUN. 9.24P 1																										
NFL FOOTBALL SPECIAL(S)			196	A	18.3	31	1363	1674	452	198	490	224	370	270	38v	102^	914	425	673	576	88^	187	180	26v	90^	78^
2 SUN. 9.00P 187 ABC SE			99																							
9.00 - 9.30				A	18.5	27	1378	1864	495	184	540	309	430	307	38v	97^	939	477	715	618	71^	157^	214	38v	171^	136^
9.30 - 10.00				A	19.8	28	1475	1786	475	188	532	272	409	288	34v	110^	954	461	693	608	80^	184	183	20v	117^	103^
10.00 - 10.30				A	18.6	27	1386	1620	420	192	457	190	337	262	38v	99^	920	450	671	570	91^	186	151^	13v	92^	81^
10.30 - 11.00				A	17.6	29	1311	1630	440	199	473	207	351	256	39v	104^	926	444	678	583	95^	191	171^	15v	60^	53^
11.00 - 11.30				A	17.4	33	1296	1604	437	213	463	173^	343	263	37v	101^	884	373	651	557	83^	193	189	33v	68^	68^
11.30 - 12.00				A	18.0	43	1341	1569	451	225	472	193	353	250	47^	100^	885	362	646	543	110^	209	172^	29v	40v	40v
NFL MONDAY NIGHT FOOTBALL	10	203	203	A	22.2	36	1654	1570	411	172	436	171	287	266	55^	104	884	325	559	547	139	224	150	26^	100	89
1 MON. 9.00P 171 ABC SE		99	99	B	21.3	36	1587	1609	429	177	457	177	308	272	60	111	900	357	594	551	133	227	150	26	102	77
CONT'D																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NFL MONDAY NIGHT F-CONT'D																										
2 MON. 9.00P 177																										
9.00 - 9.30				A	21.1	31	1572	1657	457	183	479	157	290	277	64^	134	855	295	494	522	147	237	158	27^	165	132
9.30 - 10.00				A	24.0	35	1788	1627	441	173	457	164	281	279	63^	120	875	301	529	537	148	239	157	30^	138	128
10.00 - 10.30				A	24.8	37	1848	1604	428	181	454	190	312	286	61^	107	882	311	547	542	146	236	158	29^	110	101
10.30 - 11.00				A	21.5	34	1602	1544	389	170	415	168	284	258	54^	96	890	337	576	550	137	222	164	21^	75^	66^
11.00 - 11.30				A	20.9	40	1557	1504	365	151	394	164	269	244	44^	81	914	373	618	568	125	203	142	26^	54^	51^
11.30 - 12.00				A	20.6	47	1535	1451	371	177	407	180	285	242	38^	79^	895	356	617	559	129	204	110	19v	39^	39^
ONE DAY AT A TIME	6		192	A	22.3	33	1661	1834	828	347	919	414	603	479	99^	224	554	239	339	295	79^	167	224	98^	137^	91^
2 MON. 9.30P 30 CBS CS			99	B	22.5	34	1676	1807	806	232	896	376	594	472	107	233	544	224	346	304	79	153	219	109	148	110
PAPER CHASE	6	174		A	12.5	20	931	1858	815	360	841	236^	384	449	156^	314	722	306	436	360	104^	234^	154^	79^	141^	91^
1 TUE. 8.00P 60 CBS GD		94		B	12.5	20	931	1743	740	286	834	299	477	428	125	278	622	273	373	331	98	194	122	62	165	101
8.00 - 8.30				A	12.2	20	909	1835	817	359	844	231^	386	450	158^	319	712	310	429	349	104^	235^	146^	70^	133^	82^
8.30 - 9.00				A	12.8	20	954	1867	806	359	833	239^	381	444	157^	308	730	300	440	369	103^	236^	161^	86^	143^	97^
PAT BOONE AND FAMILY(S)			175	A	14.9	24	1110	1980	808	290	861	281	471	415	101^	337	647	261	388	347	59^	186^	128^	82^	344	227
2 SUN. 7.00P 60 ABC GV			93																							
7.00 - 7.30				A	14.2	23	1058	1926	806	297	867	285	462	393	99^	353	613	235	349	318	56v	185^	131^	89^	315	215^
7.30 - 8.00				A	15.7	24	1170	2006	804	280	848	273	471	433	103^	323	670	281	420	369	62^	184^	119^	75^	369	234
PEOPLE (B)		175		A	11.9	19	887	1830	791	318	845	240^	456	434	196^	305	618	227^	371	315	55v	195^	131^	81^	236^	148^
1 WED. 8.30P 30 CBS FV		93																								
PEOPLE	6		179	A	12.5	18	931	1922	701	308	748	263	482	427	79^	204^	715	373	473	377	105^	209^	223^	89^	236^	149^
2 MON. 8.30P 30 CBS FV			98	B	16.8	25	1252	1852	717	334	783	343	543	432	77	177	622	293	433	378	76	142	212	82	235	153
POSEIDON ADVENTURE(S)		192		A	13.3	24	991	2107	754	293	815	314	509	480	120^	196^	638	288	467	362	74^	129^	271	180^	383	286
1 SAT. 8.30P 144 CBS FF		99																								
8.30 - 9.00				A	11.3	21	842	2062	752	347	835	278^	464	458	128^	256^	544	204^	377	313	77^	128^	205^	141^	478	340
9.00 - 9.30				A	13.1	23	976	2259	763	289	826	300	512	483	122^	203^	644	285	477	389	77^	120^	338	220^	451	352
9.30 - 10.00				A	13.8	25	1028	2183	779	285	834	343	539	485	122^	194^	663	310	491	387	72^	117^	304	199^	382	279
10.00 - 10.30				A	14.2	26	1058	2069	745	275	798	324	515	483	117^	171^	674	327	504	362	68^	132^	256	185^	341	256
10.30 - 11.00				A	14.4	27	1073	1919	730	276	784	316	510	489	108^	159^	643	303	468	348	73^	144^	232	141^	260	195^
PROJECT U.F.O.	5	203		A	11.5	18	857	1939	724	214^	792	202^	311	330	202^	363	675	258^	336	333	142^	225^	195^	64v	277^	259^
1 THU. 8.00P 60 NBC SF		98		B	12.0	20	894	1896	645	221	704	205	372	364	148	262	683	233	391	399	132	214	176	42	333	240
8.00 - 8.30				A	10.4	17	775	1986	790	205^	854	181^	302^	373	226^	407	674	253^	298^	308^	147^	239^	159^	54v	299^	274^
8.30 - 9.00				A	12.6	20	939	1887	664	216^	732	217^	313	295	181^	322	670	261^	361	357	135^	209^	227^	72^	258^	247^
PUFF THE MAGIC DRAGON(S)		187		A	24.6	36	1833	2460	655	256	711	335	578	499	40^	96^	558	297	447	374	47^	84^	328	175	863	585
1 MON. 8.30P 30 CBS EA		98																								
QUINCY, M.E.	8	208	213	A	20.7	33	1542	1772	703	236	804	297	499	434	136	246	650	225	413	392	106	161	166	77^	152	131
THU. 9.00P 60 NBC OP		99	99	B	18.7	30	1393	1760	718	266	810	285	514	477	125	236	635	211	394	388	112	172	150	62	165	137
9.00 - 9.30				A	19.4	31	1445	1800	707	231	812	299	500	432	137	254	649	234	410	375	108	165	168	78^	171	145
9.30 - 10.00				A	22.0	35	1639	1741	699	239	796	295	498	437	135	239	649	216	413	404	106	158	162	75^	134	114
REPUB-CONGRESS-VOTE(S)		180		A	11.4	22	849	1815	720	276^	776	319	486	467	114^	170^	624	298	443	319	84^	165^	190^	108^	225^	161^
1 SAT. 10.54P 6 CBS P		98																								
RHODA	7		182	A	13.0	23	969	2045	842	299	871	293	475	432	131^	339	618	184^	331	329	76^	219^	250^	35v	306	149^
2 SAT. 8.30P 30 CBS CS			96	B	13.2	25	983	1790	788	309	883	286	462	403	146	351	487	158	262	256	71	189	132	81	288	180
ROCKFORD FILES	7	209	206	A	17.8	30	1326	1729	838	261	890	242	425	469	156	347	628	198	300	334	121	249	80^	42^	131	91^
CONT'D																										

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
ROCKFORD FILES-CONT'D																										
FRI. 9.00P 60 NBC PD		98	99	B	16.3	28	1214	1702	793	270	849	238	419	421	158	345	636	178	321	342	126	245	93	43	124	91
9.00 - 9.30				A	17.3	30	1289	1766	855	261	908	251	436	480	154	350	627	196	299	326	119	251	90^	50^	141	95^
9.30 - 10.00				A	18.2	31	1356	1698	823	260	875	233	414	457	159	348	632	197	303	339	124	250	71^	36^	120	88^
'78 VOTE- 7.00PM(S)			55	A	2.9	5	216	1218	662^	199v	699^	111v	306^	264v	121v	324^	422^	84v	158v	74v	78v	264v	97v	42v	LT	LT
2 TUE. 7.00P 23 ABC P			49																							
'78 VOTE- 7.30PM(S)			72	A	3.9	7	291	1096	563^	271^	611^	179v	261^	227^	161v	271^	419^	106v	257^	185v	82v	162v	66v	LT	LT	LT
2 TUE. 7.30P 23 ABC P			58																							
'78 VOTE- 8.00PM(S)			151	A	8.7	15	648	1886	752	281^	815	307^	413	408	156^	311^	589	223^	355^	315^	36v	189^	185^	57v	297^	235^
2 TUE. 8.00P 23 ABC P			81																							
'78 VOTE- 8.30PM(S)			158	A	8.9	15	663	1739	698	282^	756	235^	339^	345^	170^	326^	719	244^	400	417	87v	216^	164^	37v	100^	81v
2 TUE. 8.30P 23 ABC P			92																							
'78 VOTE- 9.00PM(S)			163	A	8.2	14	611	1606	705	292^	749	216^	312^	347^	172^	326^	667	241^	358^	331^	101v	228^	117^	29v	73v	73v
2 TUE. 9.00P 23 ABC P			94																							
'78 VOTE- 9.30PM(S)			166	A	7.9	14	589	1671	735	306^	789	206^	361^	364^	144^	326^	650	262^	348^	309^	92v	231^	164^	72v	68v	68v
2 TUE. 9.30P 23 ABC P			93																							
'78 VOTE-10.00PM(S)			168	A	8.7	15	648	1715	711	392	866	319^	508	443	173^	276^	681	278^	391	374^	108^	240^	74v	52v	94v	94v
2 TUE. 10.00P 23 ABC P			95																							
'78 VOTE-10.30PM(S)			169	A	8.2	15	611	1610	736	390^	867	321^	535	464	159^	271^	628	217^	378^	361^	111^	230^	56v	42v	59v	48v
2 TUE. 10.30P 30 ABC P			95																							
60 MINUTES	9	200	194	A	26.2	40	1952	1788	759	361	846	245	456	429	124	306	754	236	409	411	136	265	99	34^	89	66
1 SUN. 7.00P 60 CBS DN		99	99	B	22.4	37	1669	1737	751	310	832	222	405	388	128	340	733	214	365	377	137	288	82	37	90	59
2 SUN. 7.24P 60																										
7.00 - 7.30				A	27.0	43	2012	1782	776	339	828	233	422	403	134	326	773	235	406	397	154	287	110^	33^	71^	55^
7.30 - 8.00				A	25.9	39	1930	1812	750	356	847	250	462	426	122	305	772	248	420	419	141	272	105	40^	88	63^
8.00 - 8.30				A	27.1	40	2019	1710	773	400	877	249	477	463	116^	303	676	192	366	390	106^	226	62^	18v	95^	73^
SOAP	8	190	192	A	22.0	35	1639	1759	689	303	767	397	585	468	76^	127	600	334	478	377	61^	97	224	145	168	119
THU. 9.30P 30 ABC CS		98	99	B	22.4	37	1669	1850	748	342	826	434	632	493	75	136	650	359	494	383	64	111	236	136	138	98
STARSKY AND HUTCH	7	200		A	18.4	33	1371	1659	688	287	825	372	566	455	88^	199	633	267	419	368	113^	167^	133^	55^	68^	53^
1 TUE. 10.00P 60 ABC OP		98		B	18.7	31	1393	1776	723	302	811	389	595	490	73	149	629	304	444	364	85	135	205	95	131	99
10.00 - 10.30				A	18.5	32	1378	1662	671	289	819	377	568	432	100^	201	642	276	427	374	124^	173^	137^	52^	64^	54^
10.30 - 11.00				A	18.3	34	1363	1649	701	284	825	363	561	471	76^	197	625	259	413	357	103^	165^	130^	58^	69^	49^
TAXI	7	202		A	25.2	40	1877	1704	683	270	782	335	504	419	145	227	640	271	410	352	125^	179	156	69^	126^	103^
1 TUE. 9.30P 30 ABC CS		99		B	24.2	37	1803	1886	736	315	825	404	593	485	88	168	579	277	407	342	73	121	251	134	231	162
THREE'S COMPANY	7	207		A	30.5	47	2272	1802	740	288	824	345	536	446	152	233	595	235	379	317	106^	171	187	110	196	151
1 TUE. 9.00P 30 ABC CS		99		B	29.0	43	2161	2006	761	327	846	409	598	488	98	186	560	265	389	317	72	123	290	157	310	222
VEGA$	7	201	201	A	18.0	31	1341	1524	671	284	756	299	511	455	92^	192	573	199	346	315	87^	167	138	58^	57^	42^
WED. 10.00P 60 ABC PD		99	99	B	19.7	33	1468	1714	752	313	843	336	555	497	106	212	600	222	364	307	108	186	158	81	113	87
10.00 - 10.30				A	18.9	31	1408	1536	664	277	756	305	515	457	94	189	555	195	338	310	81^	157	146	63^	79^	62^
10.30 - 11.00				A	17.2	31	1281	1493	672	287	748	288	500	450	88^	194	589	202	350	320	91^	175	127	53^	29^	20v
WALTONS	7	198	201	A	19.4	31	1445	1882	910	270	969	243	416	394	186	472	621	158	245	301	106	288	89	44^	203	114
THU. 8.00P 60 CBS GD		97	99	B	19.6	32	1460	1839	848	273	941	246	408	379	171	456	563	155	230	254	119	272	104	56	231	132
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A - CURRENT REPORT B - SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
WALTONS-CONT'D																										
8.00 - 8.30				A	18.5	30	1378	1870	913	270	965	234	408	387	187	480	627	165	253	308	101	283	75^	45^	203	110
8.30 - 9.00				A	20.2	32	1505	1892	910	269	971	252	420	399	185	464	615	150	235	297	106	291	106	46^	200	117
WBC HEAVYWGT CHAMPIONSHIP(S)			200	A	17.0	29	1267	1753	518	230	547	205	381	348	57^	122^	940	311	579	503	211	309	86^	16v	180^	91^
2 FRI. 8.00P 180 ABC SE			99																							
8.00 - 8.30				A	14.4	25	1073	1899	585	205^	626	258	459	406	65^	131^	915	309	539	433	258	325	106^	52v	252	134^
8.30 - 9.00				A	17.1	30	1274	1710	484	173^	515	182^	344	333	56^	123^	892	271	516	443	199	325	81^	12v	222	107^
9.00 - 9.30				A	16.9	29	1259	1820	510	247	546	190^	366	346	58^	123^	965	315	566	499	215	342	82^	11v	227	96^
9.30 - 10.00				A	17.5	29	1304	1880	533	255	566	206	374	337	51^	145^	985	322	596	528	226	329	79^	14v	250	110^
10.00 - 10.30				A	20.3	35	1512	1661	499	252	513	194	362	334	60^	111^	978	336	621	555	206	295	82^	14v	88^	53^
10.30 - 11.00				A	15.6	28	1162	1582	498	246	519	208^	379	333	57^	102^	911	318	633	560	167^	237	94^	LT	58^	58^
WEDNESDAY MOVIE OF-WEEK	7	198	204	A	15.7	26	1170	1724	794	277	852	341	526	462	104^	256	638	307	443	357	95^	160	148	73^	86^	65^
1 WED. 9.00P 120 NBC FF		98	99	B	18.2	29	1356	1790	725	262	791	317	500	438	99	220	686	290	451	401	100	174	176	79	137	100
2 WED. 9.00P 114																										
9.00 - 9.30				A	15.7	25	1170	1759	770	257	839	331	500	419	97^	283	619	290	424	344	85^	164	175	83^	126	91^
9.30 - 10.00				A	15.9	25	1185	1744	782	264	851	338	520	448	99^	263	639	311	447	359	91^	159	159	72^	95^	76^
10.00 - 10.30				A	15.8	26	1177	1726	813	297	862	352	544	485	108	240	664	324	464	369	100^	162	138	71^	62^	50^
10.30 - 11.00				A	15.3	27	1140	1682	824	296	873	351	546	504	111	243	643	308	446	359	99^	158	113	63^	53^	45^
WELCOME BACK KOTTER(B)		200		A	19.3	33	1438	1925	635	229	691	352	492	370	73^	137^	518	275	439	342	21v	56^	216	101^	500	346
1 FRI. 8.30P 30 ABC CS		99																								
WELCOME BACK, KOTTER	3		196	A	14.6	27	1088	2153	771	276	833	353	527	418	124^	243	674	291	428	364	86^	194^	173^	59^	473	366
2 SAT. 8.00P 30 ABC CS			98	B	14.7	28	1095	2228	765	284	849	367	557	435	104	234	700	312	470	381	87	176	214	92	465	329
WHAT'S HAPPENING	5	188	199	A	24.2	38	1803	2103	642	284	726	402	572	423	72	110	600	316	484	355	47^	89	292	154	485	380
THU. 8.30P 30 ABC CS		98	99	B	24.0	39	1788	2142	672	291	741	401	583	446	64	111	621	342	503	381	43	84	301	159	479	359
WHO'S WATCHING THE KIDS	6	160	178	A	12.2	21	909	1910	767	250	842	266	432	418	145	332	587	212	298	261	136^	228	140	73^	341	234
FRI. 8.30P 30 NBC CS		88	91	B	11.4	20	849	1945	705	263	822	266	437	393	157	326	546	189	303	266	113	202	192	102	385	283
WKRP IN CINCINNATI	8	188	189	A	17.5	26	1304	2021	798	315	873	386	636	477	87^	182	661	344	481	418	65^	127	275	126	212	161
1 MON. 9.30P 30 CBS CS		99	98	B	16.8	26	1252	1946	726	334	802	366	566	432	84	183	669	309	459	403	74	159	226	88	249	169
2 MON. 8.00P 30																										
WONDER WOMAN	7	185	184	A	17.4	30	1296	2140	729	260	783	278	469	452	119	239	672	203	430	436	86^	178	142	54^	543	340
FRI. 8.00P 60 CBS SF		97	98	B	16.4	29	1222	2140	705	260	781	304	483	430	118	236	632	234	401	366	94	182	165	65	562	344
8.00 - 8.30				A	15.9	28	1185	2170	747	263	792	289	462	442	128	254	703	220	447	458	89^	184	126	46^	549	345
8.30 - 9.00				A	18.7	32	1393	2125	720	259	782	270	478	461	113	232	651	194	421	420	87^	175	151	60^	541	337
WONDERFUL WORLD OF DISNEY	8	209	205	A	19.5	30	1453	2171	651	176	705	234	408	380	115	241	715	294	491	447	74^	161	196	103	555	347
1 SUN. 7.00P 60 NBC FV		99	97	B	18.2	30	1356	2256	677	217	745	273	465	417	104	224	706	288	471	429	77	165	226	104	579	372
2 SUN. 7.00P 120																										
7.00 - 7.30				A	17.1	27	1274	2163	644	168	692	231	404	374	115	236	707	301	487	455	71^	153	176	81^	588	356
7.30 - 8.00				A	20.7	31	1542	2220	677	184	721	237	430	401	116	238	691	287	476	444	71^	158	187	92	621	388
8.00 - 8.30				A	19.8	29	1475	2180	657	175	728	233	383	362	126^	281	733	290	499	427	74^	175	236	149^	483	303
8.30 - 9.00				A	21.3	31	1587	2129	616	176	688	237	394	368	102^	228	773	309	535	466	85^	168	217	128^	451	291
WORD, PART I(S)			189	A	26.0	38	1937	1699	785	401	932	289	529	491	133	308	591	170	336	372	106^	177	105^	51^	71^	56^
2 SUN. 8.24P 120 CBS GD			99																							
8.30 - 9.00				A	22.6	33	1684	1728	840	434	956	289	548	491	130^	320	598	168	327	352	102^	192	83^	47^	91^	77^
9.00 - 9.30				A	26.4	38	1967	1701	774	383	926	283	517	480	136	313	589	179	342	373	112^	172	117^	58^	69^	57^
9.30 - 10.00				A	27.6	39	2056	1741	774	395	928	289	528	506	138	300	602	176	357	388	113^	174	119^	51^	92^	60^
10.00 - 10.30				A	28.5	42	2123	1628	748	391	916	301	524	492	127	296	578	155	321	381	85^	166	110^	53^	24v	24v

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•LATE FRINGE																										
ABC WEEKEND REPORT-SAT.	6	150	150	A	7.3	16	544	1881	878	309	913	305	595	592	111^	230	660	277	444	331	98^	146^	150^	51v	158^	141^
SAT. 11.00P 15 ABC N		89	89	B	7.2	15	536	1692	759	239	824	306	548	484	100	208	640	263	444	352	88	144	117	53	111	91
ABC WEEKEND REPORT-SUN.	6	152	148	A	4.6	14	343	1609	503	218^	609	354^	444	266^	65v	115^	757	373	572	380	46v	173^	87v	46v	156^	78v
1 SUN. 11.00P 15 ABC N		92	91	B	5.6	14	417	1609	700	309	787	370	560	442	81	161	671	297	493	364	54	136	69	18	82	57
2 SUN. 12.07A 15																										
BARETTA-11:30PM	6	142	144	A	5.4	17	402	1361	568	261^	673	249^	478	395	72v	173^	618	231^	465	419	67v	100^	68v	22v	LT	LT
1 FRI. 11.30P 65 ABC OP		88	89	B	5.1	17	380	1462	575	230	658	277	471	388	48	140	615	238	442	417	75	95	93	44	96	93
2 FRI. 11.30P 64																										
11.30 - 12.00				A	5.7	17	425	1391	555	259^	675	297	511	417	85^	143^	689	232^	534	491	77^	107^	27v	LT	LT	LT
12.00 - 12.30				A	5.1	18	380	1413	605	276^	692	220^	463	389	61v	203^	592	245^	431	384	62v	97^	129^	50v	LT	LT
CAMP '78-ELECTION-11:00PM(S)			110	A	4.4	9	328	1485	686^	232^	753	125v	332^	339^	98v	329^	649^	95v	214^	275^	174v	374^	70v	LT	LT	LT
2 TUE. 11.00P 23 CBS P			56																							
CAMP '78-ELECTION-11:30PM(S)			182	A	7.7	20	574	1448	585	291^	766	195^	370^	329^	81v	306^	541	191^	294^	317^	94v	224^	141^	LT	LT	LT
2 TUE. 11.30P 23 CBS P			96																							
CAMP '78-ELECTION-12:00MD(S)			183	A	4.6	16	343	1423	577^	391^	691^	251^	388^	330^	58v	201^	569^	326^	409^	390^	53v	129v	163v	LT	LT	LT
2 TUE. 12.00M 63 CBS P			95																							
12.00 - 12.30				A	5.2	17	387	1455	558^	400^	713	254^	415^	329^	64v	209^	577^	326^	412^	385^	60v	135v	165^	LT	LT	LT
12.30 - 1.00				A	4.1	16	305	1410	614^	397^	689^	259^	374^	348^	50v	194v	568^	334^	413^	403^	44v	122v	153v	LT	LT	LT
1 SUN. 11.00P 15 CBS N		78	78	B	7.0	16	522	1514	689	219	768	208	408	409	148	283	616	212	350	344	83	180	91	47	39	18
2 SUN. 11.24P 15																										
DECISION '78-ELECT-11:30P(S)			187	A	8.0	21	596	1285	761	163^	761	174^	353^	381^	169^	308^	489	157^	265^	234^	104v	202^	LT	LT	35v	35v
2 TUE. 11.30P 23 NBC P			93																							
DECISION '78-ELECT-12:00M(S)			176	A	6.4	21	477	1151	683	117v	683	88v	282^	367^	165^	316^	459^	140^	229^	181^	94v	230^	LT	LT	LT	LT
2 TUE. 12.00M 23 NBC P			93																							
DECISION '78-ELECT-12:30A(S)			191	A	4.7	18	350	1146	651^	163v	651^	106v	263^	323^	171v	328^	458^	152v	218^	238^	109v	220^	LT	LT	37v	37v
2 TUE. 12.30A 23 NBC P			94																							
LATE MOVIE I	28	156	158	A	6.2	23	462	1366	651	253	718	282	467	429	88^	177	521	187	325	293	62^	140	84^	46^	43^	24v
1 M & W 11.30P 69 CBS FF		89	90	B	6.6	25	492	1360	659	244	716	266	447	417	88	192	531	213	349	322	59	123	81	34	32	16
1 TUE. 11.30P 73																										
1 THU. 11.30P 28																										
FRI. 11.30P 72																										
2 MON. 11.30P 69																										
2 WED. 11.30P 102																										
2 THU. 11.30P 24																										
11.30 - 12.00				A	6.9	22	514	1420	673	237	720	281	457	436	91^	178	546	206	343	328	79^	140	103^	49^	51^	28v
12.00 - 12.30				A	6.0	24	447	1311	625	258	710	278	472	420	80^	175	499	160	300	273	46^	141	68^	42^	34v	18v
12.30 - 1.00				A	4.9	27	365	1203	805	257^	805	304^	524^	453^	126v	210^	398^	170v	285^	115v	LT	113v	LT	LT	LT	LT
LATE MOVIE II	28	157	158	A	4.1	25	305	1272	570	220	659	309	449	377	89^	170^	499	250	381	321	31v	70^	98^	55^	16v	16v
1 MON. 12.43A 43 CBS FF		89	90	B	4.4	27	328	1262	570	216	639	288	428	370	67	155	538	278	424	355	43	67	67	33	18	LT
1 TUE. 12.43A 44																										
1 WED. 12.42A 46																										
1 THU. 12.07A 52																										
CONT'D																										

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
LATE MOVIE II-CONT'D																										
1 FRI. 12.45A 44																										
2 MON. 12.42A 41																										
2 WED. 1.15A 14																										
2 THU. 12.07A 53																										
2 FRI. 12.45A 41																										
12.00 - 12.30				A	5.1	22	380	1137	522	118^	522	184^	266^	234^	100^	214^	511	269^	340	253^	34v	131^	104^	39v	LT	LT
12.30 - 1.00				A	4.2	24	313	1080	562	118^	562	218^	297^	277^	144^	240^	473	317^	409	307^	LT	22v	45v	LT	LT	LT
1.00 - 1.30				A	3.9	27	291	1251	563	261	683	364	507	420	65^	137^	468	244	382	311	23v	47v	79^	66^	21v	21v
MIDNIGHT SPECIAL	6	193	193	A	3.1	21	231	1147	489^	225^	549	273^	420^	342^	LT	56v	519^	376^	476^	195^	25v	43v	79v	65v	LT	LT
FRI. 1.00A 90 NBC PC		98	98	B	3.4	23	253	1285	502	261	618	349	471	325	44	86	432	316	396	265	20	24	211	115	24	24
1.00 - 1.30				A	4.0	22	298	1279	604	262^	644	305^	475	450	19v	70v	547	376^	476	242^	57v	71v	88v	61v	LT	LT
1.30 - 2.00				A	3.0	21	224	1366	548^	254^	593	339^	504^	339^	LT	40v	670	518^	643	236^	LT	27v	103v	103v	LT	LT
2.00 - 2.30				A	2.3	20	171	550^	188^	112v	299^	112v	199^	140v	LT	47v	251^	193^	251^	58v	LT	LT	LT	LT	LT	LT
NBC LATE NIGHT MOVIE	6	106	108	A	2.7	14	201	1199	563^	75v	607^	184^	368^	283^	76v	210^	512^	199^	417^	352^	90v	90v	35v	35v	45v	45v
1 SUN. 11.30P 125 NBC FF		62	63	B	2.5	13	186	1156	500	97	586	157	320	299	70	184	429	175	310	284	86	91	108	76	33	33
2 SUN. 11.30P 136																										
11.30 - 12.00				A	3.4	11	253	1273	538	158^	593	197^	359^	316^	91v	206^	556	248^	426^	375^	102v	102v	48v	48v	76v	76v
12.00 - 12.30				A	2.8	13	209	1306	585^	48v	623	168^	370^	273^	76v	230^	607	210^	501^	454^	106v	106v	28v	28v	48v	48v
12.30 - 1.00				A	2.5	15	186	1215	629^	43v	667^	188^	393^	284^	71v	237^	473^	161v	408^	333^	65v	65v	32v	32v	43v	43v
1.00 - 1.30				A	2.4	18	179	1123	614^	51v	659^	201^	409^	295^	79v	212^	431^	169v	364^	280^	67v	67v	33v	33v	LT	LT
POLICE WOMAN	6	175	176	A	6.5	26	484	1248	622	254^	672	271	513	393	75^	149^	525	204^	315	277	74^	151^	39v	20v	12v	LT
WED. 11.30P 66 ABC OP		96	96	B	6.2	24	462	1358	707	221	754	254	486	452	84	189	512	211	317	262	64	134	65	22	27	20
11.30 - 12.00				A	6.9	24	514	1298	644	280	677	253	522	433	78^	132^	561	207^	350	303	86^	156^	50v	11v	10v	LT
12.00 - 12.30				A	6.3	28	469	1220	613	205^	670	283	511	364	69^	159^	505	206^	294	248^	66v	157^	32v	32v	13v	LT
SATURDAY NIGHT	5	207	207	A	12.0	38	894	1664	540	305	620	349	499	367	35^	75^	769	544	687	474	50^	72^	234	109^	41^	41^
1 SAT. 11.30P 78 NBC GV		99	99	B	12.1	38	901	1670	549	314	663	426	550	358	35	66	698	494	608	444	47	60	251	132	58	50
2 SAT. 11.30P 84																										
11.30 - 12.00				A	13.9	39	1036	1768	636	330	707	369	550	426	50^	108^	785	514	672	487	63^	99^	222	96^	54^	54^
12.00 - 12.30				A	11.7	38	872	1609	482	291	573	333	470	333	27v	58^	758	554	692	462	43^	59^	238	118^	40^	40^
12.30 - 1.00				A	8.8	32	656	1561	393	333^	501	334^	409	297^	30v	30v	836	641	776	470	40v	60v	224^	79v	LT	LT
'78 VOTE-11.30PM(S)			174	A	6.9	18	514	1416	498	257^	664	221^	419^	317^	136^	229^	593	204^	350^	279^	151^	202^	56v	30v	103v	103v
2 TUE. 11.30P 23 ABC P			91																							
'78 VOTE-12.00MD(S)			174	A	5.5	18	410	1356	542^	185^	625	159^	359^	314^	105v	232^	541^	138v	300^	306^	137v	171^	48v	48v	142v	142v
2 TUE. 12.00M 23 ABC P			92																							
'78 VOTE-12.30AM(S)			176	A	4.3	16	320	1300	537^	228^	587^	165v	288^	290^	88v	194v	600^	119v	282^	296^	151v	247^	47v	47v	66v	66v
2 TUE. 12.30A 19 ABC P			94																							
STARSKY AND HUTCH-11:30	6	178	178	A	6.4	24	477	1285	675	272	728	273	555	434	89^	160^	406	199^	267	200^	34v	103^	113^	94^	38v	15v
THU. 11.30P 66 ABC OP		96	96	B	6.2	24	462	1379	683	274	744	320	534	465	52	145	497	229	348	283	61	111	99	58	39	11
11.30 - 12.00				A	6.7	22	499	1527	764	317	802	292	582	449	120^	192^	502	208^	321	287	29v	105^	162^	127^	61v	27v
12.00 - 12.30				A	6.1	26	454	1104	615	241^	690	282	564	439	53v	126^	335	194^	231^	136^	38v	104^	66v	66v	13v	LT
SWAT-WED	6	163	163	A	3.5	23	261	1042	540	311^	598	268^	391^	287^	126^	207^	402^	195^	290^	288^	65v	73v	LT	LT	42v	LT
1 WED. 12.36A 42 ABC OP		93	92	B	3.6	23	268	1201	591	186	615	262	388	311	85	187	513	316	415	304	34	45	42	LT	31	LT
2 WED. 12.36A 47																										
12.30 - 1.00				A	3.7	22	276	1116	576	369^	670	315^	471	327^	115^	199^	406^	195^	253^	275^	66v	80v	LT	LT	40v	LT
1.00 - 1.30				A	3.4	25	253	897^	518^	371^	518^	201v	340^	253^	178v	178v	379^	153v	379^	324^	LT	LT	LT	LT	LT	LT

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
SWAT-THUR	6	166	165	A	4.4	28	328	1009	490	316^	600	201^	408	327^	112^	192^	280^	116^	161^	57v	56v	119^	89v	28v	40v	LT
1 THU. 12.36A 45 ABC OP		94	93	B	3.9	26	291	1118	581	301	640	309	448	384	66	146	379	160	275	177	60	94	60	32	39	LT
2 THU. 12.36A 43																										
12.30 - 1.00				A	4.7	27	350	1020	534	331^	614	197^	411	328^	135^	203^	288^	159^	186^	46v	37v	102^	89v	37v	29v	LT
1.00 - 1.30				A	3.7	29	276	1069	489^	294^	797^	380^	533^	363^	68v	264^	272^	LT	98v	98v	174v	174v	LT	LT	LT	LT
TOMORROW SHOW	23	173	173	A	2.3	19	171	1111	620	223^	731	286^	426	432	65v	194^	333^	64v	140^	146^	100^	158^	47v	LT	LT	LT
1 M-TH 1.00A 45 NBC CC		98	98	B	2.2	19	164	1075	656	219	710	232	377	396	76	226	321	132	207	157	63	95	38	LT	LT	LT
2 MWTH 1.00A 45																										
1.00 - 1.30				A	2.5	20	186	1156	645	263^	758	280^	436	447	64v	204^	350	65v	146^	162^	101^	161^	48v	LT	LT	LT
TONIGHT SHOW	29	212	212	A	7.1	27	529	1433	734	272	810	289	509	473	103^	212	564	261	388	330	89^	140	59^	32^	LT	LT
1 MTUWF 11.30P 75 NBC GV		99	99	B	6.8	26	507	1404	718	292	785	280	475	445	101	222	539	246	378	296	80	132	72	27	LT	LT
1 THU. 11.30P 77																										
2 MON. 11.30P 79																										
2 WED. 11.30P 77																										
2 TH & F 11.30P 75																										
11.30 - 12.00				A	8.5	27	633	1461	738	277	801	275	497	464	107	221	601	273	397	344	95^	158	57^	31^	LT	LT
12.00 - 12.30				A	6.7	27	499	1403	722	262	809	290	506	473	98^	209	535	248	378	322	82^	126	59^	29v	LT	LT
TUESDAY MOVIE OF THE WEEK	5	171		A	6.9	30	514	1457	540	264^	701	309^	548	385^	49v	110v	581	235^	389^	338^	53v	125^	60v	LT	115v	103v
1 TUE. 11.30P 71 ABC FF		96		B	5.5	24	410	1404	623	253	721	313	533	453	31	119	544	256	402	362	61	87	62	12	77	64
11.30 - 12.00				A	7.7	28	574	1429	550	235^	729	301^	545	417^	57v	131^	517	209^	336^	294^	49v	120^	69v	LT	114^	90v
12.00 - 12.30				A	6.4	31	477	1463	532	327^	698	328^	575	367^	44v	95v	620	244^	417^	370^	57v	129v	49v	LT	96v	96v
[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1 TUE. 12.41A 37 ABC FF		96		B	4.5	31	335	1450	595	174	647	283	451	334	26	120	641	394	538	397	34	67	48	LT	114	97
•WEEKDAY DAYTIME																										
ALL IN THE FAMILY M-F	30	167	166	A	4.8	27	358	1453	679	92^	726	303	494	394	93^	202	373	122^	176	187	45^	142^	107^	62^	247	111^
M-F 10.00A 30 CBS CS		94	91	B	4.5	26	335	1341	653	97	722	298	480	394	116	198	315	114	153	133	55	123	86	50	218	77
ALL MY CHILDREN	30	189	188	A	8.3	34	618	1273	870	186	978	521	759	572	51^	160	157	102	120	64^	17v	35^	75^	49^	63^	26^
1 M-F 1.00P 60 ABC DD		98	98	B	8.1	33	603	1343	875	192	983	537	750	579	59	151	207	111	128	90	24	59	74	58	79	24
2 MTUWF 1.00P 60																										
2 THU. 1.32P 58																										
1.00 - 1.30				A	8.7	36	648	1310	902	182	997	525	766	584	54^	160	174	117	134	64^	17v	35^	71^	41^	68^	31^
1.30 - 2.00				A	8.0	32	596	1245	846	190	961	517	758	563	45^	154	140	95^	107	68^	11v	30^	79^	54^	65^	23v
2.00 - 2.30				A	7.1	29	529	1200	862	242^	977	543	705	555	93v	232^	146^	30v	112v	82v	34v	34v	77v	77v	LT	LT
AMERICA ALIVE	29	185	184	A	3.1	14	231	1173	718	104^	792	165^	303	310	161^	425	281	56v	108^	95^	35v	143^	52v	26v	48v	LT
M-F 12.00N 60 NBC GV		92	92	B	3.0	14	224	1226	747	127	810	179	343	357	123	393	320	78	110	68	59	192	32	LT	64	LT
12.00 - 12.30				A	3.4	15	253	1178	709	107^	784	151^	305	320	151^	408	303	55v	117^	115^	43v	150^	51v	19v	40v	LT
12.30 - 1.00				A	2.8	12	209	1110	703	96^	780	182^	292	291	163^	431	228^	47v	81^	62v	25v	129^	39v	24v	63v	28v
ANOTHER WORLD	30	205	205	A	7.1	25	529	1225	785	139	887	271	435	390	164	386	200	33^	62^	62^	50^	125	52^	30^	86^	25v
M-F 3.00P 60 NBC DD		99	98	B	7.0	25	522	1177	764	132	851	255	424	410	150	350	208	56	84	69	41	109	49	32	69	27
3.00 - 3.30				A	6.6	24	492	1203	788	133	868	270	405	392	153	385	213	44^	77^	59^	56^	133	47^	26v	75^	22v
3.30 - 4.00				A	7.7	26	574	1216	767	139	884	261	447	378	173	382	183	23v	52^	61^	47^	115	53^	31^	96^	26v
AS THE WORLD TURNS	30	195	194	A	7.8	31	581	1260	870	127	962	269	511	440	132	387	186	24v	82^	80^	21v	96^	26v	19v	86^	16v
1 M-F 1.30P 60 CBS DD		99	99	B	7.8	31	581	1249	885	120	967	239	485	440	138	407	189	39	85	73	22	96	36	29	57	14
2 MTUWF 1.30P 60																										
2 THU. 1.31P 59																										
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1978 REPORT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
AS THE WORLD TURNS-CONT'D																										
1.30 - 2.00				A	7.4	30	551	1292	885	139	976	281	501	415	138	411	197	24v	85^	85^	21v	103^	30^	21v	89^	12v
2.00 - 2.30				A	8.1	32	603	1257	869	118	971	266	532	466	130	375	178	21v	79^	74^	25v	94^	23v	14v	85^	18v
CAPTAIN KANGAROO	30	185	185	A	3.5	19	261	1651	441	46v	444	226^	317	258	41v	107^	203^	68^	110^	88^	38v	81^	85^	50v	919	231^
M-F 8.00A 60 CBS C		99	99	B	3.0	18	224	1553	412	49	420	212	292	234	50	107	168	62	89	62	31	70	68	32	897	195
8.00 - 8.30				A	3.2	17	238	1714	419	33v	423	231^	307	249^	49v	99^	220^	76^	127^	93^	38v	84^	105^	59v	966	257
8.30 - 9.00				A	3.9	21	291	1536	440	41v	444	206^	309	255	36v	113^	170^	61^	89^	72^	36v	72^	65^	37v	857	199^
CARD SHARKS	30	146	145	A	4.0	22	298	1191	721	161^	798	192^	373	342	161^	362	306	71^	114^	64^	58^	185^	LT	LT	77^	54^
M-F 10.00A 30 NBC QG		84	84	B	4.0	23	298	1231	715	149	782	205	377	322	120	361	341	58	103	102	72	208	33	LT	75	30
CBS MID-DAY NEWS-EDWARDS	29	159	161	A	5.2	25	387	1300	879	129^	949	352	546	442	108^	351	191	75^	86^	49^	22v	100^	33v	25v	127^	20v
M-F 11.54A 6 CBS N		88	88	B	5.2	25	387	1206	815	144	905	313	509	421	140	334	159	48	64	41	24	90	30	28	112	18
CBS MORNING NEWS	30	176	177	A	2.3	14	171	1415	637	187^	777	305^	439	422	127^	261^	497	47v	234^	263^	82v	234^	30v	LT	111^	70v
M-F 7.15A 45 CBS N		97	97	B	2.0	14	149	1272	563	245	667	239	387	373	119	220	440	94	226	241	59	193	32	LT	133	87
7.30 - 8.00				A	2.3	14	171	1392	632	193^	789	333^	462	439	111^	246^	468	42v	228^	252^	69v	216^	LT	LT	123^	76v
DAYS OF OUR LIVES	30	208	208	A	6.2	25	462	1258	851	120^	894	251	375	394	179	437	255	54^	99^	77^	69^	153	20v	17v	89^	16v
M-F 1.30P 60 NBC DD		99	99	B	5.8	23	432	1236	803	151	865	254	381	384	171	414	255	71	111	85	70	136	37	20	79	17
1.30 - 2.00				A	5.9	24	440	1268	852	120^	895	255	367	389	184	442	266	54^	103^	83^	66^	160	16v	13v	91^	11v
2.00 - 2.30				A	6.4	25	477	1239	848	118^	893	245	378	394	181	439	236	45^	90^	67^	72^	146	21v	17v	89^	19v
DOCTORS	30	200	200	A	5.7	23	425	1186	837	129^	899	267	380	388	189	433	176	45^	66^	40^	65^	110^	40^	30v	71^	16v
M-F 2.30P 30 NBC DD		97	97	B	5.5	21	410	1146	782	126	847	256	375	390	165	394	202	63	87	67	59	106	44	31	53	LT
EDGE OF NIGHT	25	164	164	A	5.7	19	425	1318	779	135^	919	363	591	492	102^	278	167	56^	63^	45^	20v	95^	77^	58^	155	83^
1 M-F 4.00P 30 ABC DD		88	88	B	5.7	19	425	1358	784	169	928	380	591	487	116	292	196	63	76	48	41	104	101	71	133	69
2 MTUWF 4.00P 30																										
FAMILY FEUD	29	189	187	A	7.2	34	536	1399	724	187	842	333	537	398	125	262	326	108^	153	111^	96^	165	72^	54^	159	69^
M-F 11.30A 30 ABC QP		99	98	B	6.7	33	499	1375	732	164	839	354	545	400	110	252	322	106	148	106	72	161	63	47	151	50
GENERAL HOSPITAL	26	190	190	A	8.1	29	603	1227	824	190	934	431	596	467	104	274	118	49^	65^	52^	14v	50^	75^	63^	100^	61^
1 M-F 3.00P 60 ABC DD		98	97	B	8.0	28	596	1259	809	181	935	453	618	467	110	262	138	56	74	55	21	53	88	74	98	50
2 MTUWF 3.00P 60																										
2 THU. 3.30P 60																										
3.00 - 3.30				A	7.8	29	581	1169	827	157	920	444	608	466	100^	255	118	49^	62^	50^	14v	52^	57^	46^	74^	42^
3.30 - 4.00				A	8.2	28	611	1262	847	200	956	428	597	474	105	291	117	47^	67^	51^	17v	50^	89^	76^	100	64^
4.00 - 4.30				A	8.6	27	641	1367	677	354^	855	388	532	405	149^	274^	125^	52v	69v	69v	LT	56v	94v	65v	293^	187^
GOOD MORNING, AMERICA-730	30	188	188	A	3.1	18	231	1320	805	282	827	290	498	541	99^	173^	304	78^	169^	203^	LT	101^	38v	LT	151^	79^
M-F 7.30A 30 ABC N		98	98	B	2.8	19	209	1286	791	272	813	292	467	482	107	199	288	89	152	180	LT	79	39	LT	146	64
GOOD MORNING, AMERICA-830	30	189	189	A	3.8	21	283	1230	774	151^	809	262	481	477	138^	236	340	121^	163^	162^	57^	163^	35v	LT	46v	LT
M-F 8.30A 30 ABC N		97	97	B	3.7	22	276	1212	755	147	795	265	445	419	130	269	314	108	144	140	44	133	37	LT	66	26
GUIDING LIGHT	30	188	188	A	7.3	28	544	1235	818	108^	899	222	474	418	166	350	200	40^	97^	79^	46^	98^	59^	44^	77^	33^
M-F 2.30P 60 CBS DD		99	99	B	7.4	28	551	1255	845	108	924	230	477	420	159	368	193	46	95	70	38	91	80	59	58	30
2.30 - 3.00				A	7.3	29	544	1199	815	102^	902	210	462	417	167	365	200	33^	92^	78^	43^	103^	34^	29^	63^	20v
3.00 - 3.30				A	7.2	27	536	1272	829	110^	907	236	491	428	164	339	197	45^	101^	78^	48^	91^	78^	55^	90^	45^
HAPPY DAYS M-F	29	173	170	A	4.9	26	365	1438	602	161^	703	323	515	366	100^	167	257	142^	185	134^	20v	50^	188	107^	290	138^
M-F 11.00A 30 ABC CS		97	94	B	4.6	25	343	1461	643	165	741	380	572	404	65	139	277	134	184	143	26	64	145	84	298	116

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
HIGH ROLLERS	29	191	191	A	5.0	26	373	1295	789	156^	869	185	348	316	158^	441	317	54^	108^	73^	120^	209	82^	54^	27v	16v
M-F 11.00A 30 NBC QG		97	97	B	4.8	26	358	1221	734	134	822	164	324	293	151	433	334	64	112	88	95	210	36	22	29	LT
HOLLYWOOD SQUARES	27	147	148	A	3.4	14	253	1273	870	110^	898	170^	355	347	151^	492	281	71^	106^	98^	56v	167^	31v	LT	63^	24v
1 M-F 1.00P 30 NBC QP		77	78	B	3.2	13	238	1235	769	105	810	160	316	311	156	435	329	88	138	105	59	173	29	LT	67	29
2 MTUWF 1.00P 30																										
JEOPARDY	30	171	172	A	4.2	23	313	1284	814	159^	878	249	399	363	118^	382	326	64^	94^	70^	84^	217	25v	16v	55^	32v
M-F 10.30A 30 NBC QG		89	89	B	4.0	22	298	1257	733	149	814	233	379	309	116	375	352	81	120	104	75	208	31	LT	60	23
LOVE OF LIFE	29	180	181	A	5.3	26	395	1311	891	131^	951	359	554	441	116^	354	174	59^	79^	54^	20v	85^	46^	33v	140^	34v
M-F 11.30A 24 CBS DD		94	94	B	5.3	27	395	1209	826	134	901	340	532	417	129	321	162	58	81	56	18	76	38	33	108	20
MAGAZINE(S)		185		A	4.2	23	313	1674	898	89v	974	410^	633^	568^	164v	281^	335^	161v	236^	162v	LT	99v	121v	76v	244^	LT
1 THU. 10.30A 60 CBS DN		96																								
10.30 - 11.00				A	4.5	26	335	1681	868	108v	931	373^	561^	527^	179v	308^	365^	190^	254^	174v	LT	111v	159v	78v	226^	LT
11.00 - 11.30				A	4.0	21	298	1601	896	64v	986	432^	687^	594^	140v	241^	289^	120v	208v	144v	LT	81v	74v	74v	252^	LT
M*A*S*H M-F	30	182	182	A	6.8	23	507	1418	664	104^	744	267	479	372	81^	198	317	133	185	136	52^	103^	204	114^	153	85^
M-F 3.30P 30 CBS CS		96	96	B	6.7	23	499	1414	634	87	701	257	436	359	81	190	335	154	220	155	40	91	209	107	169	101
MATCH GAME '78	29	137	136	A	4.3	15	320	1431	738	128^	791	226	397	310	99^	344	331	103^	119^	85^	47v	193	65^	31v	244	115^
M-F 4.00P 30 CBS QP		74	72	B	4.2	14	313	1399	721	114	765	206	343	280	127	365	322	95	120	98	42	182	100	48	212	111
ONE LIFE TO LIVE	28	195	194	A	7.5	30	559	1297	860	189	957	490	677	523	82^	231	168	91^	105^	83^	27v	52^	77^	58^	95^	49^
1 M-F 2.00P 60 ABC DD		[illegible]	[illegible]	B	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
2 MTUWF 2.00P 60																										
2 THU. 2.30P 60																										
2.00 - 2.30				A	7.1	28	529	1301	850	172	956	497	681	512	79^	226	170	94^	108^	86^	23v	51^	81^	64^	94^	44^
2.30 - 3.00				A	7.9	31	589	1255	862	179	947	479	669	525	87^	232	158	86^	98^	76^	27^	50^	71^	51^	79^	41^
3.00 - 3.30				A	7.5	28	559	1460	791	294^	981	528	687	534	69v	238^	178^	107v	131^	137^	25v	25v	75v	62v	226^	124^
PRICE IS RIGHT 1	28	177	177	A	5.6	30	417	1484	722	115^	808	329	489	371	72^	288	296	90^	121^	120^	33v	141^	70^	38^	310	92^
1 MTUWF 10.30A 30 CBS AP		91	91	B	5.0	28	373	1419	707	129	799	328	480	381	79	265	271	72	123	122	37	121	66	43	283	80
2 M-F 10.30A 30																										
PRICE IS RIGHT 2	27	177	176	A	5.9	31	440	1448	784	122^	873	339	510	390	63^	315	250	61^	97^	83^	22v	138	61^	38^	264	78^
1 MTUWF 11.00A 30 CBS AP		91	91	B	5.4	29	402	1374	726	142	830	327	492	382	77	278	269	67	125	103	33	134	47	32	228	54
2 M-F 11.00A 30																										
RYAN'S HOPE	29	184	183	A	6.9	30	514	1364	948	183	1045	536	772	550	97^	214	174	76^	108^	71^	34^	57^	66^	37^	79^	27v
M-F 12.30P 30 ABC DD		96	96	B	6.5	29	484	1365	893	186	1008	531	750	555	77	185	198	82	108	86	38	68	61	46	98	27
SEARCH FOR TOMORROW	29	183	181	A	6.9	30	514	1339	859	163	932	332	547	442	110^	341	242	71^	137	107^	LT	92^	54^	39^	111^	16v
M-F 12.30P 30 CBS DD		96	95	B	6.7	30	499	1271	829	149	911	317	520	415	139	342	218	60	105	78	16	108	50	44	92	20
TODAY SHOW-7.30AM	30	215	215	A	5.2	30	387	1339	761	168	786	147^	292	309	141^	422	403	75^	153^	105^	97^	242	18v	LT	132^	57^
M-F 7.30A 30 NBC N		99	99	B	4.8	30	358	1314	782	162	809	145	311	348	126	419	397	74	138	108	97	244	27	14	81	39
TODAY SHOW-8.30AM	30	212	212	A	5.2	30	387	1351	869	168	884	173	367	391	162	408	380	59^	134^	113^	70^	226	23v	LT	64^	52^
M-F 8.30A 30 NBC N		99	99	B	4.8	30	358	1372	847	158	885	158	361	417	151	416	409	58	139	142	83	239	33	LT	45	34
$20,000 PYRAMID	29	164	161	A	5.0	23	373	1351	758	155^	877	408	596	392	118^	235	262	101^	128^	104^	78^	112^	53^	34v	159^	75^
M-F 12.00N 30 ABC QG		90	88	B	4.7	22	350	1360	762	159	861	400	579	418	105	222	259	97	128	102	60	108	72	51	168	51
WHEEL OF FORTUNE	29	199	198	A	5.3	26	395	1380	799	121^	867	178	337	336	134^	425	343	58^	143^	104^	66^	196	59^	32v	111^	66^
M-F 11.30A 30 NBC QG		97	97	B	5.1	26	380	1325	749	111	829	148	323	310	127	421	358	67	141	114	74	201	51	22	87	42

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
YOUNG AND THE RESTLESS	29	194	189	A	7.6	34	566	1253	886	154	951	372	584	465	99^	325	157	63^	91^	62^	LT	62^	62^	42^	83^	20v
M-F 12.00N 30 CBS DD		99	96	B	7.5	34	559	1238	854	163	934	378	580	455	119	301	155	61	82	61	12	68	57	48	92	22
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	8	165	166	A	6.1	22	454	1586	355	135^	390	181^	273^	213^	28v	117^	320	130^	207^	181^	30v	97^	266^	88^	610	355
SAT. 12.00N 30 ABC FV		90	90	B	5.4	21	402	1784	349	150	412	223	312	239	20	61	357	182	269	184	45	79	338	190	677	469
ALL NEW PINK PANTHER	8	186	186	A	5.1	23	380	1500	251^	56v	267^	138^	181^	121^	18v	53v	199^	129^	171^	128^	22v	28v	278^	107^	756	477
SAT. 11.30A 30 ABC CA		94	94	B	5.7	26	425	1744	340	116	380	225	307	243	12	31	269	166	223	162	25	32	304	156	791	497
ALL NEW POPEYE HOUR 1	8	188	188	A	5.2	32	387	1817	377	98^	406	191^	308^	233^	42v	71v	263^	94^	207^	202^	LT	27v	100^	LT	1048	714
SAT. 8.00A 30 CBS CA		96	96	B	4.2	30	313	1764	258	80	280	134	213	174	39	58	239	111	168	150	LT	41	207	57	1038	717
ALL NEW POPEYE HOUR 2	8	188	187	A	7.6	35	566	1733	264	65^	312	147^	248	194^	29v	47v	239	81^	188^	182^	LT	31v	240	63^	942	599
SAT. 8.30A 30 CBS CA		96	96	B	6.6	35	492	1709	244	87	280	147	222	174	29	46	209	91	144	144	LT	43	204	64	1016	656
ANIMALS, ANIMALS, ANIMALS	8	136	137	A	3.1	14	231	2069	633	112v	638	480^	547	393^	LT	62v	460^	311^	412^	296^	LT	48v	80v	29v	891	473^
SUN. 11.30A 30 ABC CL		82	81	B	2.9	13	216	1843	537	176	588	356	439	324	31	116	472	203	374	291	43	89	102	37	681	361
ARK II	6	143	145	A	4.8	17	358	1478	304^	204^	383	207^	282^	248^	25v	59v	204^	100^	148^	104^	LT	56v	262^	89^	629	372
SAT. 1.00P 30 CBS CL		83	84	B	5.0	18	373	1589	307	163	378	222	279	216	LT	62	262	159	234	145	LT	20	258	101	691	456
BAY CITY ROLLERS	2	160	162	A	4.8	18	358	1785	322^	118^	405	261^	341^	302^	23v	48v	127^	88v	88v	39v	LT	39v	334^	220^	919	553
SAT. 12.30P 30 NBC CL		87	87	B	4.8	18	358	1785	322	118	405	261	341	302	23	48	127	88	88	39	LT	39	334	220	919	553
BUGS BUNNY/ROAD RUNNER 1	8	193	193	A	8.6	35	641	1908	339	114^	405	220	317	215	33v	79^	268	155^	210	147^	LT	46v	280	151^	955	580
SAT. 9.00A 30 CBS CA		99	99	B	7.8	35	581	1798	286	101	327	178	259	162	25	57	264	158	207	148	LT	32	231	94	976	568
BUGS BUNNY/ROAD RUNNER 2	8	193	193	A	10.5	41	782	1724	288	97^	363	226	298	203	19v	55^	262	155^	205	124^	14v	57^	255	137^	844	480
SAT. 9.30A 30 CBS CA		99	99	B	9.7	39	723	1727	301	110	347	197	279	175	22	55	252	160	209	137	8	26	229	101	899	528
BUGS BUNNY/ROAD RUNNER 3	8	193	193	A	10.6	39	790	1722	364	169	446	293	356	204	37v	77^	234	131^	169	110^	26v	58^	226	152^	816	452
SAT. 10.00A 30 CBS CA		99	99	B	10.3	40	767	1697	289	133	362	207	294	180	24	53	258	158	207	154	19	34	227	97	850	488
CBS NFL FOOTBALL PRE GAME	8	190	195	A	6.6	25	492	1343	267	70^	326	127^	170^	197^	41v	101^	697	364	525	413	111^	160^	196^	37v	124^	102^
SUN. 12.30P 30 CBS SC		99	99	B	7.0	27	522	1397	351	146	393	135	244	253	46	102	755	340	535	502	100	166	131	21	118	99
CBS NFL FOOTBALL GAME 1	8	203	204	A	15.7	44	1170	1516	346	174	397	154	239	235	55^	111	856	359	568	524	135	221	163	31^	100^	86^
1 SUN. 1.00P 165 CBS SE		99	99	B	15.2	44	1132	1517	366	158	402	143	255	240	52	112	883	359	581	531	127	232	131	26	101	71
2 SUN. 1.00P 188																										
1.00 - 1.30				A	11.9	39	887	1399	314	139^	360	150	222	241	32v	88^	779	340	555	477	122^	193	189	28v	71^	64^
1.30 - 2.00				A	15.4	45	1147	1546	344	173	400	175	244	234	52^	106^	900	397	631	567	130	212	177	33^	69^	63^
2.00 - 2.30				A	16.2	45	1207	1529	325	187	381	153	236	220	55^	104	889	383	583	542	131	223	168	34^	91^	81^
2.30 - 3.00				A	16.1	44	1199	1520	328	172	382	144	223	214	65^	122	868	365	570	526	142	229	161	43^	109	95^
3.00 - 3.30				A	17.3	45	1289	1497	349	179	394	138	220	218	60^	122	855	352	549	517	149	229	141	26^	107	97^
3.30 - 4.00				A	17.9	43	1334	1621	423	230	489	201	319	279	61^	131^	836	298	540	516	130^	241	134^	22v	162^	129^
CBS NFL FOOTBALL GAME 2	5	189	192	A	16.1	34	1199	1605	421	175	474	153	268	237	74^	161	856	321	543	499	135	235	154	18v	121	96^
1 SUN. 4.00P 173 CBS SE		81	82	B	12.9	28	961	1571	418	164	462	152	273	242	71	148	876	327	548	511	138	249	131	35	102	75
2 SUN. 4.21P 183																										
4.00 - 4.30				A	10.2	26	760	1392	271^	104^	334	97^	196^	195^	53v	91^	872	337	609	522	129^	216^	145^	30v	41v	41v
4.30 - 5.00				A	14.5	34	1080	1497	347	156	401	126	231	205	46^	130	858	320	540	506	133	229	152	17v	86^	86^
5.00 - 5.30				A	16.4	37	1222	1541	364	154	414	129	225	205	58^	149	835	302	505	473	153	247	191	13v	101^	78^
5.30 - 6.00				A	16.6	35	1237	1612	406	167	453	154	260	229	71^	156	858	324	539	482	153	247	197	21v	104	74^
6.00 - 6.30				A	17.8	35	1326	1652	452	170	496	167	276	238	94^	175	865	325	548	503	133	234	136	17v	155	118
CONT'D																										

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET P.OG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
CBS NFL FOOTBALL G-CONT'D																										
6.30 - 7.00				A	18.5	34	1378	1647	489	188	532	177	294	259	94	183	843	323	548	501	122	225	124	24^	148	108
7.00 - 7.30				A	17.4	29	1296	1906	618	297	721	208	431	387	84^	225	865	335	573	543	99^	221	126^	27v	194	141^
CBS NFL FOOTBALL POST	2	192		A	22.4	41	1669	1594	452	229	520	182	306	274	119^	177	867	332	553	518	131^	226	102^	21v	105^	76^
1 SUN. 6.53P 7 CBS SC		97		B	10.0	25	745	1592	375	165	432	94	211	220	77	169	887	401	597	569	122	226	129	8	144	132
CBS SPORTS SPECTACULAR	8	152	149	A	5.3	15	395	1610	456	84^	456	164^	266^	251^	40v	156^	718	225^	421	393	90^	227^	213^	55v	223^	114^
SAT. 4.30P 90 CBS SA		87	87	B	4.2	12	313	1524	416	95	451	129	234	207	64	176	741	242	445	424	100	212	147	39	185	112
4.30 - 5.00				A	4.2	13	313	1620	424	50v	424	170^	256^	196^	47v	136^	677	221^	399	368^	99v	207^	234^	51v	285^	144^
5.00 - 5.30				A	5.2	14	387	1638	446	67v	449	167^	266^	234^	44v	165^	760	244^	445	413	106^	246^	212^	46v	217^	116^
5.30 - 6.00				A	6.4	16	477	1629	497	126^	497	165^	285	308	36v	168^	733	224^	435	400	74^	233^	202^	67^	197^	99^
CHALLENGE-SUPERFRIENDS 1	2	192	193	A	5.8	23	432	1644	219^	99^	268^	123^	164^	120^	20v	51v	153^	66v	89^	38v	24v	64v	257^	127^	966	560
SAT. 9.30A 30 ABC CA		99	99	B	5.8	23	432	1644	219	99	268	123	164	120	20	51	153	66	89	38	24	64	257	127	966	560
CHALLENGE-SUPERFRIENDS 2	2	193	193	A	6.5	25	484	1610	172^	46v	205^	116^	139^	82^	LT	44v	136^	87^	110^	56v	11v	26v	291	155^	978	586
SAT. 10.00A 30 ABC CA		99	99	B	6.5	25	484	1610	172	46	205	116	139	82	LT	44	136	87	110	56	11	26	291	155	978	586
CHALLENGE-SUPERFRIENDS 3	2	193	192	A	7.0	28	522	1707	153^	23v	176^	104^	130^	99^	LT	46v	157^	123^	136^	54v	LT	21v	364	217^	1010	665
SAT. 10.30A 30 ABC CA		99	99	B	7.0	28	522	1707	153	23	176	104	130	99	LT	46	157	123	136	54	LT	21	364	217	1010	665
CLUE CLUB	7	55	57	A	2.1	12	156	2314	385^	77v	385^	160v	345^	185v	LT	40v	431^	308^	431^	289^	LT	LT	94v	LT	1404	1089
SUN. 9.30A 30 CBS CA		48	49	B	2.1	12	156	1758	217	LT	217	108	197	146	LT	LT	294	211	274	115	LT	LT	107	LT	1140	650
COLLEGE FOOTBALL 1978	8	150	151	A	3.3	12	246	1703	540	212^	666	268^	365^	370^	LT	93v	915	484^	699	630	86v	147^	LT	LT	122v	122v
SUN. 12.30P 30 ABC SA		92	93	B	2.9	11	216	1436	432	182	504	168	254	260	63	145	632	304	418	386	90	141	64	LT	236	146
DAFFY DUCK	2	195	200	A	8.3	32	618	1783	348	98^	451	310	366	264	30v	30v	132^	79^	102^	84^	LT	LT	332	175^	868	534
SAT. 10.30A 30 NBC CA		98	98	B	8.3	32	618	1783	348	98	451	310	366	264	30	30	132	79	102	84	LT	LT	332	175	868	534
FABULOUS FUNNIES	8	186	185	A	6.2	25	462	1970	369	115^	540	386	493	451	26v	26v	147^	120^	147^	41v	LT	LT	371	162^	912	589
SAT. 12.00N 30 NBC CA		92	93	B	5.0	20	373	1801	309	78	392	223	309	249	23	61	208	137	170	75	LT	24	287	154	914	558
FACE THE NATION	8	151	155	A	2.9	13	216	1574	455^	116v	547^	255^	303^	232^	60v	208^	732	231^	453^	389^	93v	279^	41v	LT	254^	162^
SUN. 11.30A 30 CBS CC		95	96	B	3.2	14	238	1419	534	136	606	153	230	207	98	331	615	162	310	309	85	267	37	LT	161	97
FANGFACE	2	183	182	A	6.1	26	454	1621	258^	22v	306	225^	246^	147^	13v	31v	149^	113^	129^	118^	20v	20v	267^	145^	899	593
SAT. 11.00A 30 ABC CA		94	97	B	6.1	26	454	1621	258	22	306	225	246	147	13	31	149	113	129	118	20	20	267	145	899	593
FANTASTIC FOUR	2	203	202	A	5.0	24	373	1668	264^	89^	264^	159^	159^	172^	35v	35v	292^	217^	252^	79v	LT	35v	187^	112^	925	603
SAT. 8.30A 30 NBC CA		98	98	B	5.0	24	373	1668	264	89	264	159	159	172	35	35	292	217	252	79	LT	35	187	112	925	603
FAT ALBERT AND COSBY KIDS	8	176	172	A	6.8	25	507	1627	402	134^	465	244^	348	226^	38v	80^	248	120^	174^	117^	33v	50v	273	105^	641	398
SAT. 12.30P 30 CBS CA		98	97	B	7.2	28	536	1587	344	150	400	208	281	203	23	73	243	141	206	137	13	24	229	100	715	453
GALAXY GOOF-UPS	2	196	200	A	3.2	21	238	1227	192^	55v	192^	88v	88v	123v	36v	36v	114v	56v	68v	45v	LT	34v	202^	143^	719	450^
SAT. 8.00A 30 NBC CA		97	97	B	3.2	21	238	1227	192	55	192	88	88	123	36	36	114	56	68	45	LT	34	202	143	719	450
GODZILLA SUPER 90 I	2	203	203	A	6.5	27	484	1483	241^	73^	241^	147^	184^	158^	20v	20v	146^	101^	119^	74^	LT	18v	201^	98^	895	576
SAT. 9.00A 30 NBC CA		99	99	B	6.5	27	484	1483	241	73	241	147	184	158	20	20	146	101	119	74	LT	18	201	98	895	576
GODZILLA SUPER 90 II	2	203	203	A	6.7	26	499	1641	288	111^	332	209^	245^	243^	26v	26v	104^	71^	71^	47v	LT	12v	254	133^	951	607
SAT. 9.30A 30 NBC CA		99	99	B	6.7	26	499	1641	288	111	332	209	245	243	26	26	104	71	71	47	LT	12	254	133	951	607
GODZILLA SUPER 90 III	2	203	203	A	6.8	26	507	1761	296	124^	377	248	299	253	15v	15v	128^	88^	88^	65^	LT	LT	351	191^	905	547
SAT. 10.00A 30 NBC CA		99	99	B	6.8	26	507	1761	296	124	377	248	299	253	15	15	128	88	88	65	LT	LT	351	191	905	547

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PROGRAM NAME / DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																														
IN THE NEWS- 8.26AM					8	188	187	A	6.1	34	454	1778	372	86^	409	185^	306	233^	44v	74^	261^	98^	208^	201^	LT	25v	141^	LT	967	666
SAT.	8.26A	3	CBS	N		96	96	B	5.3	35	395	1760	265	83	298	153	238	183	35	51	232	119	172	156	LT	34	201	67	1029	707
IN THE NEWS- 8.56AM					8	188	187	A	7.5	33	559	1687	253	38v	301	137^	238	196^	28v	44v	269	115^	215^	169^	LT	34v	271	71^	846	526
SAT.	8.56A	3	CBS	N		96	96	B	6.7	34	499	1633	233	82	268	137	211	170	31	49	217	102	156	150	LT	36	213	64	935	576
IN THE NEWS- 9.26AM					8	193	193	A	9.2	37	685	1874	339	114^	411	238	323	204	19v	79^	240	140^	197	126^	LT	43v	268	150^	955	565
SAT.	9.26A	3	CBS	N		99	99	B	8.5	36	633	1805	301	106	343	197	275	164	20	56	280	177	235	151	LT	22	233	94	949	548
IN THE NEWS- 9.59AM					8	193	193	A	10.0	38	745	1698	320	132^	404	256	321	204	27v	70^	250	148^	183	112^	29v	62^	218	140^	826	449
SAT.	9.59A	3	CBS	N		99	99	B	10.1	40	752	1745	298	122	351	203	285	178	23	52	258	169	214	147	17	28	224	103	912	521
IN THE NEWS-10.26AM					8	193	193	A	10.1	37	752	1741	382	180	462	307	370	211	41v	80^	214	115^	160^	108^	19v	48^	240	162^	825	463
SAT.	10.26A	3	CBS	N		99	99	B	9.9	38	738	1659	283	130	350	198	279	179	23	51	254	156	205	150	16	31	229	98	826	469
IN THE NEWS-11.33AM					8	191	191	A	7.6	30	566	1587	415	133^	463	286	367	227	49v	77^	248	124^	170^	111^	35v	73^	177^	148^	699	461
SAT.	11.33A	3	CBS	N		99	99	B	8.8	35	656	1676	327	124	394	238	312	211	27	50	257	143	193	125	27	59	201	104	824	457
IN THE NEWS-11.56AM					8	191	191	A	7.0	28	522	1544	403	134^	455	270	349	223^	47v	81^	223^	93^	130^	83^	42v	87^	175^	138^	691	458
SAT.	11.56A	3	CBS	N		99	99	B	8.1	32	603	1683	322	121	393	228	308	212	20	56	237	133	180	116	27	50	195	101	858	493
IN THE NEWS-12.26PM					8	184	180	A	6.0	23	447	1427	407	105^	481	288	350	212^	76^	103^	190^	100^	127^	104^	37v	37v	214^	116^	542	322
SAT.	12.26P	3	CBS	N		97	97	B	6.4	25	477	1492	321	111	399	226	284	185	35	93	191	104	135	110	25	42	215	100	687	459
IN THE NEWS-12.56PM					8	176	172	A	6.6	24	492	1583	395	137^	459	222^	331	234^	46v	95^	238^	116^	173^	115^	21v	48v	230^	111^	656	419
SAT.	12.56P	3	CBS	N		98	97	B	6.9	26	514	1514	331	158	382	199	261	191	25	80	228	137	198	129	11	18	217	103	687	436
IN THE NEWS- 1.26PM					6	143	145	A	4.5	16	335	1382	288^	193^	366^	203^	273^	254^	21v	47v	198^	105^	144^	111^	LT	54v	281^	99^	537	326^
SAT.	1.26P	3	CBS	N		83	84	B	4.8	17	358	1563	320	142	386	218	274	203	25	76	266	177	235	137	LT	22	266	108	645	456
IN THE NEWS- 9.26AM-SUN.					7	58	62	A	1.6	10	119	1513	253v	LT	253v	118v	177v	118v	LT	76v	126v	76v	126v	50v	LT	LT	268^	126v	866^	605^
SUN.	9.26A	3	CBS	N		55	56	B	1.8	12	134	1739	269	LT	270	172	217	195	LT	LT	240	104	181	127	LT	LT	202	LT	1027	525
IN THE NEWS- 9.56AM-SUN.					7	55	57	A	2.5	14	186	2231	371^	81v	371^	161v	333^	172^	LT	38v	404^	294^	404^	275^	LT	LT	107v	LT	1349	1059
SUN.	9.56A	3	CBS	N		48	49	B	2.4	13	179	1770	208	LT	208	112	186	130	LT	LT	271	191	248	113	LT	LT	118	LT	1173	665
ISSUES AND ANSWERS					6	166	166	A	2.7	11	201	1100	492^	50v	672	333^	394^	185^	83v	278^	294^	LT	140v	140v	39v	154v	LT	LT	119v	119v
SUN.	12.00N	30	ABC	CC		96	97	B	2.5	10	186	1344	516	124	645	215	307	231	108	301	435	134	263	188	65	156	71	38	193	145
KIDS ARE PEOPLE TOO II					8	127	134	A	3.4	16	253	1419	230^	48v	289^	127^	127^	106v	LT	104v	119v	64v	64v	49v	LT	55v	82v	LT	929	601
SUN.	10.30A	30	ABC	CL		80	81	B	3.2	15	238	1798	343	107	392	223	277	220	LT	73	255	124	207	160	LT	37	191	99	960	537
KIDS ARE PEOPLE TOO III					8	128	134	A	3.7	17	276	1996	537	221^	631	370^	458	359^	LT	102v	311^	214^	281^	143^	LT	30v	130^	32v	924	608
SUN.	11.00A	30	ABC	CL		80	81	B	3.4	15	253	1957	498	158	542	325	407	274	31	90	329	167	278	182	19	43	202	79	884	528
MEET THE PRESS					6	160	164	A	2.6	12	194	1335	412^	108v	469^	139v	160v	133v	99v	294^	623^	165^	273^	294^	144v	303^	134v	LT	109v	52v
SUN.	12.00N	30	NBC	CC		90	90	B	2.7	13	201	1266	443	79	512	95	140	134	89	342	565	178	297	253	114	243	89	LT	100	64
METRIC MARVELS-10:27AM					8	203	203	A	6.6	25	492	1734	252^	95^	347	229^	277	213^	16v	16v	138^	97^	97^	69^	LT	LT	403	252^	846	499
SAT.	10.27A	2	NBC	IA		99	99	B	6.0	24	447	1790	255	78	313	162	221	159	45	63	154	91	102	93	13	13	264	137	1059	671
METRIC MARVELS-11:57AM					8	199	201	A	6.2	25	462	1740	267^	61v	407	324	341	294	29v	29v	196^	155^	179^	106^	LT	LT	227^	122^	910	574
SAT.	11.57A	2	NBC	IA		97	98	B	5.0	20	373	1711	265	43	351	202	252	190	38	72	178	92	122	106	14	19	315	173	867	515
METRIC MARVELS-10:57AM					2	195	200	A	7.9	31	589	1742	372	119^	498	352	388	272	36v	36v	140^	84^	105^	84^	LT	LT	321	166^	783	473
SAT.	10.57A	2	NBC	IA		98	98	B	7.9	31	589	1742	372	119	498	352	388	272	36	36	140	84	105	84	LT	LT	321	166	783	473

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NCAA FOOTBALL PRE GAME	7	215	220	A	7.3	28	544	1557	328	84^	355	120^	188^	193^	31v	118^	738	291	475	428	106^	229^	183^	80^	281	179^
1 SAT. 12.30P 15 ABC SC		98	99	B	6.3	25	469	1484	310	96	331	116	186	170	36	107	737	289	435	392	105	234	186	67	230	158
2 SAT. 12.30P 24																										
NCAA FOOTBALL GAME	8	215	220	A	12.1	42	901	1380	314	98^	352	104^	181	156	51^	141	839	274	483	457	174	308	107^	32v	82^	51^
1 SAT. 12.45P 183 ABC SE		98	99	B	10.6	37	790	1446	318	108	341	104	185	171	52	125	854	300	487	469	159	289	127	35	124	88
2 SAT. 12.54P 180																										
1.00 - 1.30				A	10.5	38	782	1427	292	99^	332	108^	182	154^	41^	114^	826	286	507	441	160	301	145^	48^	124^	74^
1.30 - 2.00				A	12.0	42	894	1398	307	123^	363	125^	209	162	51^	124^	824	267	483	438	169	309	118^	49^	93^	53^
2.00 - 2.30				A	12.4	43	924	1380	324	115^	370	121^	196	157	47^	145	859	276	496	462	153	308	76^	17v	75^	34v
2.30 - 3.00				A	13.1	44	976	1348	300	72^	337	85^	173	146	41^	145	844	272	477	473	173	300	95^	26v	72^	43^
3.00 - 3.30				A	13.2	44	983	1347	314	82^	343	82^	157	154	61^	156	854	277	482	477	194	310	98^	21v	52^	43^
3.30 - 4.00				A	15.4	47	1147	1437	408	92^	415	125^	221	205^	78^	161^	852	293	465	474	191^	312	109^	22v	61^	61^
NCAA FOOTBALL POST GAME	7	214	220	A	12.3	40	916	1359	361	82^	384	89^	165	178	83^	179	835	272	467	454	185	302	104^	28v	36^	25v
1 SAT. 3.48P 12 ABC SC		98	99	B	9.4	29	700	1361	343	104	369	112	202	199	65	136	797	266	446	449	151	272	111	37	84	65
2 SAT. 3.54P 12																										
NCAA FOOTBALL GAME-2	4	217	220	A	13.2	34	983	1478	390	128	427	128	208	220	92^	176	867	290	507	484	180	292	88^	23v	96^	50^
1 SAT. 4.00P 172 ABC SE		99	99	B	12.4	35	924	1521	403	135	444	151	252	234	75	157	893	314	527	491	160	286	96	34	88	50
2 SAT. 4.06P 182																										
4.00 - 4.30				A	11.9	38	887	1344	359	83^	391	83^	160	191	80^	184	861	271	472	450	192	322	68^	21v	24v	16v
4.30 - 5.00				A	12.8	39	954	1401	362	95^	393	86^	168	200	76^	181	897	270	517	494	194	320	81^	15v	30v	18v
5.00 - 5.30				A	12.9	37	961	1434	357	116^	379	112^	188	211	84^	146	909	300	544	516	185	301	83^	13v	63^	27v
5.30 - 6.00				A	13.5	35	1006	1422	351	110^	376	111^	175	178	91^	172	874	294	519	492	185	293	74^	13v	98^	36^
6.00 - 6.30				A	14.1	32	1050	1558	432	160	478	173	254	237	106^	188	840	282	485	463	169	277	105^	30^	135	84^
6.30 - 7.00				A	14.3	30	1065	1597	421	182	477	170	254	266	110^	171	827	308	493	466	168	262	113^	44^	180	95^
NCAA FOOTBALL POST 2	1	124		A	7.2	16	536	1463	359^	129^	406^	109v	155^	171^	175^	202^	864	254^	495	506	234^	289^	90v	66v	103v	30v
1 SAT. 6.52P 8 ABC SC		68		B	7.2	16	536	1463	359	129	406	109	155	171	175	202	864	254	495	506	234	289	90	66	103	30
NFL '78-NBC	8	170	156	A	3.1	13	231	1307	393^	238^	415^	190^	260^	191^	56v	142^	575	156^	298^	278^	73v	172^	256^	48v	61v	48v
SUN. 12.30P 30 NBC SC		91	89	B	3.5	14	261	1424	412	145	446	158	254	235	52	172	629	268	414	342	81	169	213	53	131	81
NFL FOOTBALL GAME 1-NBC	8	216	213	A	12.2	35	909	1565	361	178	409	144	226	191	72^	144	909	389	588	485	159	258	102^	19v	145	93^
1 SUN. 1.00P 189 NBC SE		99	99	B	10.5	30	782	1564	367	146	408	136	224	203	74	147	895	341	555	489	154	268	132	35	129	95
2 SUN. 1.00P 173																										
1.00 - 1.30				A	9.0	30	671	1586	361	188	417	160^	228	176^	64^	151^	936	390	601	495	136^	273	134^	31v	99^	68^
1.30 - 2.00				A	11.9	36	887	1569	336	218	416	165	238	203	53^	127^	945	411	619	506	152	268	116^	21v	92^	53^
2.00 - 2.30				A	12.5	35	931	1501	311	187	384	142	210	171	73^	135	904	385	595	491	156	246	104^	22v	109^	78^
2.30 - 3.00				A	12.2	34	909	1442	298	159	343	112^	180	160	68^	127^	880	366	562	463	167	250	93^	18v	126^	89^
3.00 - 3.30				A	13.8	36	1028	1623	399	175	425	146	242	208	82^	149	916	395	596	494	172	258	93^	17v	189	105^
3.30 - 4.00				A	14.0	36	1043	1669	430	164	454	135	241	215	89^	172	908	394	579	477	174	269	104^	17v	203	128
NFL FOOTBALL POST-NBC	3		184	A	7.3	18	544	1675	459	263^	486	185^	302^	235^	82v	137^	905	392^	568	501	109v	268^	102v	52v	182^	82v
2 SUN. 3.53P 15 NBC SC			95	B	6.3	16	469	1665	514	191	525	168	308	235	95	187	889	368	553	452	118	254	138	32	113	56
SCHOOLHOUSE ROCK-8.26AM	2	183	185	A	4.9	24	365	1764	240^	93^	294^	139^	224^	197^	LT	37v	245^	116^	199^	145^	LT	46v	153^	110^	1072	834
SAT. 8.26A 4 ABC CA		97	97	B	4.9	24	365	1764	240	93	294	139	224	197	LT	37	245	116	199	145	LT	46	153	110	1072	834
SCHOOLHOUSE ROCK-9.26AM	2	180	181	A	5.9	21	440	1691	230^	77^	323	144^	184^	107^	20v	91^	187^	100^	113^	100^	34v	74^	300	102^	881	461
SAT. 9.26A 4 ABC CA		96	97	B	5.9	21	440	1691	230	77	323	144	184	107	20	91	187	100	113	100	34	74	300	102	881	461
SCHOOLHOUSE ROCK-10.56AM	2	193	192	A	6.4	25	477	1614	171^	23v	196^	120^	143^	105^	LT	53v	134^	126^	134^	50v	LT	LT	318	184^	966	623
SAT. 10.56A 3 ABC CA		99	99	B	6.4	25	477	1614	171	23	196	120	143	105	LT	53	134	126	134	50	LT	LT	318	184	966	623

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																																
SCHOOLHOUSE ROCK-11.26AM							2	179	182	A	5.6	24	417	1537	258^	22v	304	209^	226^	145^	18v	35v	132^	98^	112^	112^	20v	20v	259^	156^	842	534
		SAT.	11.26A	3	ABC	CA		94	97	B	5.6	24	417	1537	258	22	304	209	226	145	18	35	132	98	112	112	20	20	259	156	842	534
SCHOOLHOUSE ROCK-11.56AM							8	186	186	A	4.9	22	365	1447	247^	72v	263^	149^	198^	138^	21v	34v	165^	100^	140^	98^	16v	25v	257^	106^	762	464
		SAT.	11.56A	3	ABC	CA		94	94	B	5.5	25	410	1714	325	115	357	220	300	235	12	22	267	168	221	163	22	29	309	156	781	497
SCHOOLHOUSE ROCK-11.55AM							8	136	137	A	3.3	15	246	2073	675	113v	680	512	578	394^	21v	71v	431^	286^	383^	309^	LT	48v	63v	36v	899	505^
		SUN.	11.55A	4	ABC	CA		82	81	B	3.0	13	224	1769	511	181	568	318	408	331	32	124	444	182	336	281	43	96	103	45	654	353
SCOOBY'S ALL STARS I							2	183	185	A	4.3	22	320	1916	200^	81v	253^	115^	190^	178^	LT	38v	233^	95v	145^	99^	LT	88v	154^	100^	1276	948
		SAT.	8.00A	30	ABC	CA		97	97	B	4.3	22	320	1916	200	81	253	115	190	178	LT	38	233	95	145	99	LT	88	154	100	1276	948
SCOOBY'S ALL STARS II							2	182	185	A	5.4	22	402	1881	192^	15v	231^	94^	178^	116^	32v	53v	237^	132^	199^	144^	LT	38v	251^	140^	1162	729
		SAT.	8.30A	30	ABC	CA		96	97	B	5.4	22	402	1881	192	15	231	94	178	116	32	53	237	132	199	144	LT	38	251	140	1162	729
SCOOBY'S ALL STARS III							2	180	181	A	6.2	22	462	1792	260^	74^	348	158^	203^	120^	22v	88^	188^	107^	122^	102^	30v	66v	296	97^	960	550
		SAT.	9.00A	30	ABC	CA		96	97	B	6.2	22	462	1792	260	74	348	158	203	120	22	88	188	107	122	102	30	66	296	97	960	550
SPACE ACADEMY							8	184	180	A	6.2	24	462	1372	346	108^	413	279	338	207^	25v	48v	179^	82^	122^	104^	38v	38v	197^	132^	583	340
		SAT.	12.00N	30	CBS	CL		98	98	B	6.9	28	514	1553	320	129	393	235	288	197	19	73	203	116	152	123	23	39	209	98	748	481
TARZAN AND SUPER SEVEN 1							8	193	193	A	7.9	30	589	1679	335	137^	408	248	320	198^	17v	64^	244	108^	175^	129^	27v	56^	257	177^	770	411
		SAT.	10.30A	30	CBS	CA		99	99	B	8.7	34	648	1711	317	118	366	207	279	205	17	51	281	142	207	152	22	55	216	98	848	479
TARZAN AND SUPER SEVEN 2							8	193	193	A	7.9	31	589	1565	316	88^	365	187^	257	199^	46v	80^	227	118^	155^	89^	33v	66^	208^	141^	765	450
		SAT.	11.00A	30	CBS	CA		99	99	B	8.9	35	663	1703	316	121	378	223	295	213	27	49	264	150	199	132	23	49	222	101	839	464
TARZAN AND SUPER SEVEN 3							8	191	191	A	7.3	29	544	1546	404	131^	450	272	349	219^	52v	81^	235	108^	150^	99^	39v	79^	164^	135^	697	456
		SAT.	11.30A	30	CBS	CA		99	99	B	8.4	34	626	1674	319	120	390	231	306	210	21	57	241	136	186	114	28	53	198	98	845	472
30 MINUTES							6	162	163	A	4.0	14	298	1725	548	185^	621	276^	440	349^	LT	141^	308^	110^	191^	166^	36v	103v	339^	140^	457	303^
		SAT.	1.30P	30	CBS	DN		94	93	B	4.3	15	320	1666	431	188	502	267	377	260	25	97	273	152	198	132	31	66	308	137	583	369
WASHINGTON DC INT'L(S)								128		A	3.7	12	276	1482	436^	37v	436^	102v	178v	283^	62v	153v	517^	174v	344^	203v	80v	140v	209v	79v	820^	131v
	1	SAT.	4.00P	30	CBS	SE		79																								
WHAT'S NEW, MISTER MAGOO							7	53	62	A	1.6	10	119	1487	226v	LT	226v	109v	134v	92v	LT	92v	226v	83v	184v	101v	42v	42v	270^	118v	765^	554^
		SUN.	9.00A	30	CBS	CA		55	56	B	1.5	10	112	1596	183	LT	185	112	139	122	LT	LT	258	102	204	149	LT	LT	205	LT	948	529
YOGI'S SPACE RACE I							2	199	200	A	6.9	27	514	1665	355	110^	474	348	388	300	41v	41v	128^	53v	100^	86^	LT	LT	234^	94^	829	539
		SAT.	11.00A	30	NBC	CA		97	98	B	6.9	27	514	1665	355	110	474	348	388	300	41	41	128	53	100	86	LT	LT	234	94	829	539
YOGI'S SPACE RACE II							2	199	201	A	7.0	28	522	1768	269	58v	414	345	356	302	27v	27v	186^	145^	172^	102^	LT	LT	219^	124^	949	576
		SAT.	11.30A	30	NBC	CA		97	98	B	7.0	28	522	1768	269	58	414	345	356	302	27	27	186	145	172	102	LT	LT	219	124	949	576

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. OCT. 30, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)									27,570 37.0							
ABC TV program					ABC News Closeup "TERROR IN THE PROMISED LAND" (8:00-9:00PM)(SUS.)			(OP)	NFL Monday Night Football "LOS ANGELES VS. ATLANTA" (9:00-11:51PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)									16,240 21.8	20.0*		23.2*		24.5*		21.2*
SHARE OF AUDIENCE %									36	29 *		34 *		37 *		34 *
AVG. AUD. BY ¼ HR. %									19.1	20.9	23.1	23.3	24.3	24.7	22.0	20.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					20,710 27.8		19,820 26.6		21,230 28.5		17,580 23.6		17,280 23.2			
CBS TV program					It's the Great Pumpkin, Charlie Brown (8:00-8:30PM)(R)		Puff the Magic Dragon (8:30-9:00PM)	(OP)	M*A*S*H		WKRP in Cincinnati		Lou Grant			
AVERAGE AUDIENCE (Households (000) & %)					19,070 25.6		18,330 24.6		19,820 26.6		15,420 20.7		13,860 18.6	18.3*		19.0*
SHARE OF AUDIENCE %					39		36		39		31		30	29 *		32 *
AVG. AUD. BY ¼ HR. %					25.0	26.1	24.7	24.5	26.5	26.7	21.3	20.1	17.9	18.7	19.4	18.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					22,500 30.2				23,770 31.9							
NBC TV program					Little House On The Prairie			(OP)	NBC Theater "SUMMER OF MY GERMAN SOLDIER" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					18,330 24.6	22.7*		26.4*	17,360 23.3	22.9*		24.0*		23.6*		22.8*
SHARE OF AUDIENCE %					37	35 *		39 *	36	33 *		36 *		37 *		38 *
AVG. AUD. BY ¼ HR. %					[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)					19,440 26.1				28,610 38.4							
ABC TV program					All-Star Family Feud (8:00-9:00PM)			(OP)	NFL Monday Night Football "WASHINGTON VS. BALTIMORE" (9:00-11:57PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)					15,120 20.3	19.0*		21.5*	16,840 22.6	22.2*		24.8*		25.0*		21.7*
SHARE OF AUDIENCE %					31	29 *		32 *	37	32 *		36 *		37 *		35 *
AVG. AUD. BY ¼ HR. %					18.2	19.8	21.3	21.8	21.8	22.7	24.6	25.0	25.4	24.6	22.2	21.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					12,440 16.7		10,130 13.6		20,120 27.0		17,730 23.8		16,990 22.8			
CBS TV program					WKRP in Cincinnati		People	(OP)	M*A*S*H		One Day at a Time		Lou Grant			
AVERAGE AUDIENCE (Households (000) & %)					10,580 14.2		9,310 12.5		17,660 23.7		16,610 22.3		14,080 18.9	19.2*		18.6*
SHARE OF AUDIENCE %					21		18		34		33		30	29 *		31 *
AVG. AUD. BY ¼ HR. %					14.3	14.0	12.2	12.7	22.5	25.0	22.2	22.4	19.3	19.2	18.9	18.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					24,060 32.3				23,320 31.3							
NBC TV program					Little House On The Prairie			(OP)	NBC Monday Night Movies "RAINBOW" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					20,710 27.8	26.2*		29.3*	16,170 21.7	21.2*		22.0*		22.2*		21.4*
SHARE OF AUDIENCE %					41	39 *		43 *	33	31 *		32 *		34 *		36 *
AVG. AUD. BY ¼ HR. %					24.9	27.6	29.4	29.2	21.3	21.2	22.1	21.8	22.4	22.0	21.7	21.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	57.2	59.0	60.5	61.8	64.4	66.1	67.4	68.3	68.0	69.3	67.9	66.8	64.4	63.8	61.3	59.3
WK 2	60.3	62.0	62.6	63.5	65.7	67.1	68.0	68.8	69.1	69.3	68.7	68.4	66.5	64.3	61.2	58.5

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. MON. NOV. 6, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. OCT. 31, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					21,610		21,980		24,810		20,190		17,210			
TOTAL AUDIENCE (%)					29.0		29.5		33.3		27.1		23.1			
Program					Happy Days		Laverne and Shirley		Three's Company		Taxi		(OP)←— Starsky & Hutch —→			
AVERAGE AUDIENCE (Households (000))					18,850		20,560		22,720		18,770		13,710			
AVERAGE AUDIENCE (%)					25.3	18.5*	27.6		30.5		25.2		18.4	18.5*		18.3*
SHARE OF AUDIENCE %					42		44		47		40		33	32 *		34 *
AVG. AUD. BY ¼ HR. %					24.0	26.7	27.0	28.2	30.0	31.0	25.5	24.9	19.1	18.0	18.5	18.1
CBS TV TOTAL AUDIENCE (Households (000))					12,440				15,650							
TOTAL AUDIENCE (%)					16.7				21.0							
Program					←— Paper Chase —→(OP)				←— CBS Tuesday Night Movies —→ "DEVIL DOG: THE HOUND OF HELL" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					9,310				10,210							
AVERAGE AUDIENCE (%)					12.5	12.2*		12.8*	13.7	12.5*		13.6*		14.6*		14.2*
SHARE OF AUDIENCE %					20	20 *		20 *	23	19 *		22 *		25 *		26 *
AVG. AUD. BY ¼ HR. %					12.4	12.0	12.7	12.9	12.7	12.3	13.4	13.8	14.4	14.7	14.4	14.0
NBC TV TOTAL AUDIENCE (Households (000))					11,620				17,580							
TOTAL AUDIENCE (%)					15.6				23.6							
Program					←— Grandpa Goes to Washington —→(OP)				←— Big Event —→ "STRANGER IN OUR HOUSE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					9,540				12,370							
AVERAGE AUDIENCE (%)					12.8	12.6*		12.9*	16.6	14.7*		17.4*		17.7*		16.8*
SHARE OF AUDIENCE %					21	21 *		21 *	28	23 *		28 *		31 *		31 *
AVG. AUD. BY ¼ HR. %					12.7	12.5	12.6	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

EVE. TUE. NOV. 7, 1978

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))	2,460		3,500		7,000		7,380		7,080		6,710		7,520		7,450	
TOTAL AUDIENCE (%)	3.3		4.7		9.4		9.9		9.5		9.0		10.1		10.0	
Program	'78 Vote (7:00-7:23PM)		'78 Vote (7:30-7:53PM)		'78 Vote (8:00-8:23PM)		'78 Vote (8:30-8:53PM)		'78 Vote (9:00-9:23PM)		'78 Vote (9:30-9:53PM)		'78 Vote (10:00-10:23PM)		'78 Vote (10:30-11:00PM)	
AVERAGE AUDIENCE (Households (000))	2,160		2,910		6,480		6,630		6,110		5,890		6,480		6,110	
AVERAGE AUDIENCE (%)	2.9		3.9		8.7		8.9		8.2		7.9		8.7		8.2	
SHARE OF AUDIENCE %	5		7		15		15		14		14		15		15	
AVG. AUD. BY ¼ HR. %	2.9	3.0	4.2	3.5	9.1	7.9	9.0	8.6	8.3	7.9	8.0	7.7	8.8	8.7	8.2	8.2
CBS TV TOTAL AUDIENCE (Households (000))	5,220		5,660		9,390		8,870		9,910		9,540		9,910		9,010	
TOTAL AUDIENCE (%)	7.0		7.6		12.6		11.9		13.3		12.8		13.3		12.1	
Program	Campaign '78-Election (7:00-7:23PM)		Campaign '78-Election (7:30-7:53PM)		Campaign '78-Election (8:00-8:23PM)		Campaign '78-Election (8:30-8:53PM)		Campaign '78-Election (9:00-9:23PM)		Campaign '78-Election (9:30-9:53PM)		Campaign '78-Election (10:00-10:23PM)		Campaign '78-Election (10:30-10:53PM)	
AVERAGE AUDIENCE (Households (000))	4,540		5,360		8,270		8,050		8,570		8,340		9,010		7,670	
AVERAGE AUDIENCE (%)	6.1		7.2		11.1		10.8		11.5		11.2		12.1		10.3	
SHARE OF AUDIENCE %	11		13		19		18		19		19		21		19	
AVG. AUD. BY ¼ HR. %	6.3	5.6	7.0	7.4	11.1	11.0	10.7	11.0	11.4	11.7	11.1	11.5	12.3	11.6	11.1	8.8
NBC TV TOTAL AUDIENCE (Households (000))	3,800		5,070		8,490		7,900		9,240		8,270		8,340		8,870	
TOTAL AUDIENCE (%)	5.1		6.8		11.4		10.6		12.4		11.1		11.2		11.9	
Program	Decision '78-Election (7:00-7:23PM)		Decision '78-Election (7:30-7:53PM)		Decision '78-Election (8:00-8:23PM)		Decision '78-Election (8:30-8:53PM)		Decision '78-Election (9:00-9:23PM)		Decision '78-Election (9:30-9:53PM)		Decision '78-Election (10:00-10:23PM)		Decision '78-Election (10:30-11:00PM)	
AVERAGE AUDIENCE (Households (000))	3,430		4,470		7,520		7,450		8,050		7,820		7,300		7,450	
AVERAGE AUDIENCE (%)	4.6		6.0		10.1		10.0		10.8		10.5		9.8		10.0	
SHARE OF AUDIENCE %	9		11		17		17		18		18		17		19	
AVG. AUD. BY ¼ HR. %	4.7	4.5	6.2	5.6	10.1	10.0	9.9	10.1	10.8	10.8	10.6	10.3	10.0	9.4	9.8	10.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	53.5	55.1	55.7	57.4	58.8	60.6	61.6	63.4	63.9	64.7	62.7	61.9	58.1	56.6	55.1	52.6
WK 2	56.3	58.0	59.5	60.6	60.3	61.1	61.4	61.2	61.1	61.2	60.3	59.9	57.5	55.7	53.5	50.8

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					22,200				21,010				15,570			
TOTAL AUDIENCE (%)					29.8				28.2				20.9			
Program					Eight Is Enough				Charlie's Angels (OP)				Vega$			
AVERAGE AUDIENCE (Households (000))					17,510				17,880				12,890			
AVERAGE AUDIENCE (%)					23.5	21.0*		26.0*	24.0	24.2*		23.9*	17.3	18.2*		16.3*
SHARE OF AUDIENCE %					38	35 *		41 *	38	38 *		38 *	31	31 *		30 *
AVG. AUD. BY ¼ HR. %					20.3	21.6	25.4	26.5	24.0	24.3	24.2	23.5	18.7	17.6	16.6	16.1
CBS TV																
TOTAL AUDIENCE (Households (000))					14,300		10,280		20,640							
TOTAL AUDIENCE (%)					19.2		13.8		27.7							
Program					The Jeffersons		People (B) (OP)		CBS Wednesday Night Movie "GATOR" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000))					12,960		8,870		13,410							
AVERAGE AUDIENCE (%)					17.4		11.9		18.0	16.6*		18.2*		19.0*		18.0*
SHARE OF AUDIENCE %					29		19		30	26 *		29 *		32 *		33 *
AVG. AUD. BY ¼ HR. %					17.0	17.9	12.2	11.5	16.1	17.1	17.9	18.5	19.5	18.5	18.1	17.9
NBC TV																
TOTAL AUDIENCE (Households (000))					17,060				17,210							
TOTAL AUDIENCE (%)					22.9				23.1							
Program					Dick Clark's Live Wednesday (OP)				Wednesday Movie of the Week "THOU SHALT NOT COMMIT ADULTERY" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					12,960				11,920							
AVERAGE AUDIENCE (%)					17.4	16.1*		18.8*	16.0	16.3*		15.7*		16.1*		15.7*
SHARE OF AUDIENCE %					28	26 *		29 *	27	26 *		25 *		27 *		29 *
AVG. AUD. BY ¼ HR. %					15.9	16.3	18.8	18.8	16.2	16.3	15.8	15.7	16.3	16.0	16.0	15.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					22,350				21,680				17,580			
TOTAL AUDIENCE (%)					30.0				29.1				23.6			
Program					Eight Is Enough				Charlie's Angels (OP)				Vega$			
AVERAGE AUDIENCE (Households (000))					18,550				17,950				13,930			
AVERAGE AUDIENCE (%)					24.9	23.7*		26.0*	24.1	23.8*		24.4*	18.7	19.5*		18.0*
SHARE OF AUDIENCE %					39	37 *		40 *	37	37 *		37 *	31	31 *		31 *
AVG. AUD. BY ¼ HR. %					22.8	24.5	26.1	26.0	23.4	24.2	24.4	24.3	20.0	19.0	18.2	17.8
CBS TV																
TOTAL AUDIENCE (Households (000))					14,900		12,960		21,230							
TOTAL AUDIENCE (%)					20.0		17.4		28.5							
Program					The Jeffersons		Good Times (B) (OP)		First You Cry (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					13,190		11,850		15,720							
AVERAGE AUDIENCE (%)					17.7		15.9		21.1	20.0*		20.6*		21.9*		22.1*
SHARE OF AUDIENCE %					28		25		34	31 *		31 *		35 *		38 *
AVG. AUD. BY ¼ HR. %					17.6	17.7	15.4	16.3	19.5	20.4	20.7	20.5	21.8	22.0	22.2	22.0
NBC TV																
TOTAL AUDIENCE (Households (000))					14,750				17,730							
TOTAL AUDIENCE (%)					19.8				23.8							
Program					Dick Clark's Live Wednesday (OP)				Wednesday Movie Of The Week "RETURN TO MACON COUNTY" (9:00-10:54PM) (1)							
AVERAGE AUDIENCE (Households (000))					11,100				11,400							
AVERAGE AUDIENCE (%)					14.9	14.8*		15.1*	15.3	15.0*		16.1*		15.4*		14.7*
SHARE OF AUDIENCE %					23	23 *		23 *	24	23 *		25 *		25 *		25 *
AVG. AUD. BY ¼ HR. %					14.9	14.8	15.4	14.7	14.9	15.1	15.9	16.3	15.7	15.1	15.2	13.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	55.8	57.8	58.1	59.4	60.3	61.4	63.2	64.6	63.1	63.1	62.9	62.9	60.0	57.6	55.1	53.4
WK 2	57.3	59.2	60.4	61.3	62.9	63.7	64.1	64.6	64.4	65.1	65.7	65.7	62.7	61.3	60.0	56.9

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) PROMO FILL, NBC, (10:54-11:00PM)(SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. NOV. 2, 1978

WEEK 1

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))	22,420		19,590		19,150		17,580		17,430			
TOTAL AUDIENCE (%)	30.1		26.3		25.7		23.6		23.4			
Program	Mork & Mindy		What's Happening		Barney Miller		Soap	(OP)	Family			
AVERAGE AUDIENCE (Households (000))	20,340		18,250		17,430		16,320		14,080			
AVERAGE AUDIENCE (%)	27.3		24.5		23.4		21.9		18.9	19.2*		18.7*
SHARE OF AUDIENCE %	44		39		37		35		35	34 *		36 *
AVG. AUD. BY ¼ HR. %	26.8	27.7	23.9	25.2	23.1	23.6	22.0	21.8	19.4	19.1	19.0	18.3
CBS TV TOTAL AUDIENCE (Households (000))	17,360				19,820							
TOTAL AUDIENCE (%)	23.3				26.6							
Program	The Waltons			(OP)	Cinderella at the Palace (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))	13,780				10,360							
AVERAGE AUDIENCE (%)	18.5	17.3*		19.7*	13.9	16.0*		14.2*		13.9*		11.5*
SHARE OF AUDIENCE %	30	28 *		31 *	24	25 *		23 *		25 *		22 *
AVG. AUD. BY ¼ HR. %	16.7	18.0	19.7	19.6	17.0	15.1	14.0	14.3	14.7	13.1	11.8	11.2
NBC TV TOTAL AUDIENCE (Households (000))	11,550				19,520				16,760			
TOTAL AUDIENCE (%)	15.5				26.2				22.5			
Program	Project U.F.O.			(OP)	Quincy, M.E.				David Cassidy - Man Undercover			
AVERAGE AUDIENCE (Households (000))	8,570				15,870				13,560			
AVERAGE AUDIENCE (%)	11.5	10.4*		12.6*	21.3	19.7*		23.0*	18.2	18.3*		18.0*
SHARE OF AUDIENCE %	18	17 *		20 *	34	31 *		37 *	33	33 *		34 *
AVG. AUD. BY ¼ HR. %	10.5	10.3	12.1	13.1	18.8	20.5	23.1	22.9	18.2	18.5	18.0	18.0

WEEK 2

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))	20,860		19,370		18,250		17,660		15,650			
TOTAL AUDIENCE (%)	28.0		26.0		24.5		23.7		21.0			
Program	Mork & Mindy		What's Happening		Barney Miller		Soap	(OP)	Family			
AVERAGE AUDIENCE (Households (000))	18,700		17,810		16,610		16,390		12,670			
AVERAGE AUDIENCE (%)	25.1		23.9		22.3		22.0		17.0	17.6*		16.3*
SHARE OF AUDIENCE %	41		38		36		34		30	31 *		30 *
AVG. AUD. BY ¼ HR. %	23.9	26.4	23.6	24.1	22.1	22.6	22.2	21.8	18.0	17.1	16.6	16.1
CBS TV TOTAL AUDIENCE (Households (000))	17,810				15,790				18,630			
TOTAL AUDIENCE (%)	23.9				21.2				25.0			
Program	The Waltons			(OP)	Hawaii Five-0				Barnaby Jones			
AVERAGE AUDIENCE (Households (000))	15,050				12,070				15,420			
AVERAGE AUDIENCE (%)	20.2	19.7*		20.6*	16.2	16.0*		16.5*	20.7	20.6*		20.9*
SHARE OF AUDIENCE %	33	32 *		33 *	26	26 *		26 *	37	36 *		38 *
AVG. AUD. BY ¼ HR. %	19.3	20.2	20.7	20.4	16.1	15.8	16.2	16.8	20.5	20.7	21.4	20.3
NBC TV TOTAL AUDIENCE (Households (000))	12,220				17,950				12,590			
TOTAL AUDIENCE (%)	16.4				24.1				16.9			
Program	Li'l Abner in Dogpatch Today (8:00-9:00PM)			(OP)	Quincy, M.E.				David Cassidy - Man Undercover			
AVERAGE AUDIENCE (Households (000))	8,270				14,900				10,280			
AVERAGE AUDIENCE (%)	11.1	10.4*		11.8*	20.0	19.0*		21.0*	13.8	14.2*		13.4*
SHARE OF AUDIENCE %	18	17 *		19 *	32	30 *		33 *	25	25 *		24 *
AVG. AUD. BY ¼ HR. %	10.7	10.1	11.7	11.9	18.2	19.8	21.2	20.8	14.3	14.1	13.5	13.3

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	52.5	55.3	56.3	59.1	61.1	62.1	62.4	64.6	63.8	64.3	62.7	62.5	57.3	55.4	53.6	51.6
WK 2	52.8	54.5	55.1	57.5	60.3	62.0	62.1	62.7	62.0	62.9	64.1	63.5	58.4	57.1	55.8	54.0

U.S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. THU. NOV. 9, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 3, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					16,610 22.3		15,940 21.4		18,100 24.3							
ABC TV program					Happy Days (8:00-8:30PM)		Welcome Back, Kotter (R)	(OP)	ABC Friday Night Movie "HOW TO PICK UP GIRLS" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					14,300 19.2		14,380 19.3		11,700 15.7	15.8*		15.3*		15.7*		16.1*
SHARE OF AUDIENCE %					34		33		28	28 *		27 *		29 *		30 *
AVG. AUD. BY ¼ HR. %					18.8	19.7	19.3	19.3	16.2	15.4	15.4	15.2	15.6	15.8	16.3	16.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					15,720 21.1				17,880 24.0				14,450 19.4			
CBS TV program					Wonder Woman			(OP)	Incredible Hulk				Flying High			
AVERAGE AUDIENCE (Households (000) & %)					12,220 16.4	14.8*		17.9*	14,750 19.8	19.5*		20.1*	11,920 16.0	15.9*		16.1*
SHARE OF AUDIENCE %					29	26 *		31 *	35	34 *		35 *	30	29 *		30 *
AVG. AUD. BY ¼ HR. %					14.5	15.1	17.8	18.0	19.0	20.0	19.8	20.4	15.7	16.2	16.3	15.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					11,920 16.0		8,790 11.8		15,350 20.6				15,050 20.2			
NBC TV program					Diff'rent Strokes		Who's Watching the Kids?	(OP)	Rockford Files				Eddie Capra Mysteries			
AVERAGE AUDIENCE (Households (000) & %)					10,580 14.2		7,300 9.8		12,590 16.9	16.6*		17.1*	12,140 16.3	16.8*		15.7*
SHARE OF AUDIENCE %					25		17		30	29 *		30 *	30	31 *		29 *
AVG. AUD. BY ¼ HR. %					13.9	14.6	9.9	9.7	16.2	17.0	17.0	17.2	17.2	16.5	15.8	15.6

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					21,830 29.3											
ABC TV program					WBC Heavyweight Championship (OP) (8:00-11:00PM)											
AVERAGE AUDIENCE (Households (000) & %)					12,670 17.0	14.4*		17.1*		16.9*		17.5*		20.3*		15.6*
SHARE OF AUDIENCE %					29	25 *		30 *		29 *		29 *		35 *		28 *
AVG. AUD. BY ¼ HR. %					14.0	14.8	16.7	17.4	17.2	16.5	17.2	17.8	20.2	20.3	16.6	14.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					17,580 23.6				17,580 23.6				15,570 20.9			
CBS TV program					Wonder Woman			(OP)	Incredible Hulk				American Girls (R)			
AVERAGE AUDIENCE (Households (000) & %)					13,630 18.3	17.0*		19.5*	14,750 19.8	19.8*		19.8*	12,370 16.6	16.2*		17.1*
SHARE OF AUDIENCE %					31	29 *		33 *	33	34 *		33 *	29	28 *		31 *
AVG. AUD. BY ¼ HR. %					16.2	17.8	19.4	19.7	19.8	19.8	20.0	19.5	15.7	16.6	17.3	16.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					17,060 22.9		12,520 16.8		17,730 23.8				16,690 22.4			
NBC TV program					Diff'rent Strokes		Who's Watching the Kids?	(OP)	Rockford Files				Eddie Capra Mysteries			
AVERAGE AUDIENCE (Households (000) & %)					15,050 20.2		10,880 14.6		13,860 18.6	18.0*		19.2*	13,410 18.0	17.3*		18.6*
SHARE OF AUDIENCE %					35		25		31	30 *		32 *	32	29 *		34 *
AVG. AUD. BY ¼ HR. %					19.7	20.7	14.6	14.5	17.6	18.4	19.1	19.3	17.6	17.0	18.6	18.7

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	50.5	52.9	54.2	55.9	56.3	57.7	58.0	57.8	57.3	57.5	56.8	56.9	54.8	54.5	53.9	53.1
WK 2	53.0	54.2	55.4	56.0	57.2	58.8	57.9	58.7	59.0	59.2	60.1	60.4	59.1	58.6	56.7	54.1

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. FRI. NOV. 10, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. NOV. 4, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					23,620						20,560					
TOTAL AUDIENCE (%)					31.7						27.6					
Program					← Love Boat →					(OP)	← Fantasy Island →					
AVERAGE AUDIENCE (Households (000))					15,790						15,420					
AVERAGE AUDIENCE (%)					21.2	16.4*		21.7*		25.4*	20.7	21.0*		20.7*		20.4*
SHARE OF AUDIENCE %					39	31 *		40 *		45 *	38	38 *		37 *		38 *
AVG. AUD. BY ¼ HR. %					15.8	17.0	20.6	22.9	25.8	24.9	21.4	20.6	20.5	21.0	20.8	20.1
CBS TV																
TOTAL AUDIENCE (Households (000))					12,220		16,390									10,360
TOTAL AUDIENCE (%)					16.4		22.0									13.9
Program					The Jeffersons (B)		←		(OP)		Poseidon Adventure (8:30-10:54PM)(R)(1) →					(2)
AVERAGE AUDIENCE (Households (000))					10,800		9,910									8,490
AVERAGE AUDIENCE (%)					14.5		13.3	11.3*		13.1*		13.8*		14.2*		11.4
SHARE OF AUDIENCE %					27		24	21 *		23 *		25 *		26 *		22
AVG. AUD. BY ¼ HR. %					13.9	15.0	11.5	11.1	12.8	13.4	13.7	13.9	14.1	14.3	14.6	11.4
NBC TV																
TOTAL AUDIENCE (Households (000))					16,320				17,360							
TOTAL AUDIENCE (%)					21.9				23.3							
Program					← Chips →			(OP)	← Centennial (B) →							
AVERAGE AUDIENCE (Households (000))					12,740				12,220							
AVERAGE AUDIENCE (%)					17.1	16.0*		18.2*	16.4	14.9*		16.9*		17.0*		16.9*
SHARE OF AUDIENCE %					32	30 *		34 *	30	26 *		30 *		31 *		32 *
AVG. AUD. BY ¼ HR. %					15.7	16.2	18.3	18.1	14.4	15.4	16.8	17.0	17.1	16.9	16.7	17.1

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					12,440		11,990		22,950				20,560			
TOTAL AUDIENCE (%)					16.7		16.1		30.8				27.6			
Program	(3)				Welcome Back, Kotter		Carter Country		← Love Boat →			(OP)	← Fantasy Island →			
AVERAGE AUDIENCE (Households (000))					10,880		11,030		19,300				16,990			
AVERAGE AUDIENCE (%)					14.6		14.8		25.9	25.1*		26.7*	22.8	23.3*		22.4*
SHARE OF AUDIENCE %					27		26		44	42 *		45 *	41	41 *		42 *
AVG. AUD. BY ¼ HR. %	13.9				14.5	14.7	14.2	15.4	24.3	25.9	26.8	26.6	23.6	23.1	22.4	22.4
CBS TV																
TOTAL AUDIENCE (Households (000))					11,920		10,730		15,350							
TOTAL AUDIENCE (%)					16.0		14.4		20.6							
Program					Alice (B)	(OP)	Rhoda		← Hollywood's Diamond Jubilee (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000))					10,280		9,690		7,820							
AVERAGE AUDIENCE (%)					13.8		13.0		10.5	12.2*		10.3*		10.4*		9.2*
SHARE OF AUDIENCE %					25		23		18	21 *		17 *		18 *		17 *
AVG. AUD. BY ¼ HR. %					13.4	14.2	12.7	13.4	13.1	11.3	10.5	10.1	10.7	10.0	9.5	8.9
NBC TV																
TOTAL AUDIENCE (Households (000))					20,560				18,850							
TOTAL AUDIENCE (%)					27.6				25.3							
Program					← Chips →			(OP)	← Centennial (B) →							
AVERAGE AUDIENCE (Households (000))					15,940				13,710							
AVERAGE AUDIENCE (%)					21.4	19.4*		23.3*	18.4	17.7*		18.1*		18.9*		18.9*
SHARE OF AUDIENCE %					38	35 *		41 *	32	30 *		30 *		34 *		35 *
AVG. AUD. BY ¼ HR. %					18.6	20.1	23.1	23.5	17.4	18.0	18.0	18.1	18.8	19.0	19.5	18.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	48.7	49.6	50.3	51.3	52.2	53.5	53.7	54.8	55.8	56.9	55.6	55.5	55.3	55.2	54.1	52.7
WK 2	53.3	53.5	52.5	53.5	54.1	55.8	56.6	58.1	59.0	59.2	59.6	59.1	56.9	55.8	54.5	53.1

U.S. TV Households: 74,500,000 · * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES. ∼ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(2) "REPUBLICAN CONGRESSIONAL VOTE", CBS, (10:54-11:00PM)(S). (3) "NCAA FOOTBALL GAME-2", ABC, (4:06-7:23PM) ∼ .

EVE. SAT. NOV. 11, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SUN. NOV. 5, 1978 (WEEK 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV program	Hardy Boys Mysteries				(OP) ABC Sunday Night Movie "THE STING" (8:00-10:42PM)											(1)
TOTAL AUDIENCE (Households (000))	13,040				33,970											
TOTAL AUDIENCE (%)	17.5				45.6											
AVERAGE AUDIENCE (Households (000))	9,160				23,770											
AVERAGE AUDIENCE (%)	12.3	11.1*		13.5*	31.9	28.6*		30.3*		33.2*		33.6*		34.5*		
SHARE OF AUDIENCE %	19	18 *		20 *	48	42 *		44 *		49 *		49 *		54 *		
AVG. AUD. BY ¼ HR. %	10.6	11.6	12.4	14.6	27.9	29.3	30.4	30.2	33.1	33.3	33.5	33.7	34.5	34.4	30.5	
CBS TV program	60 Minutes				All In The Family		Alice		(OP) Kaz				Dallas			
TOTAL AUDIENCE (Households (000))	25,260				19,370		18,100		14,680				17,140			
TOTAL AUDIENCE (%)	33.9				26.0		24.3		19.7				23.0			
AVERAGE AUDIENCE (Households (000))	20,560				17,280		16,540		11,990				11,550			
AVERAGE AUDIENCE (%)	27.6	27.0*		28.3*	23.2		22.2		16.1	16.2*		15.9*	15.5	14.6*		16.3*
SHARE OF AUDIENCE %	43	43 *		43 *	34		32		24	24 *		23 *	26	23 *		29 *
AVG. AUD. BY ¼ HR. %	26.0	28.0	28.7	27.8	22.5	23.9	21.9	22.4	16.5	16.0	15.9	15.9	14.9	14.4	14.8	17.7
NBC TV program	Wonderful World of Disney "THE GNOME-MOBILE" Pt. II				Big Event "THE TIME MACHINE" (8:00-10:00PM) (OP)								Lifeline			
TOTAL AUDIENCE (Households (000))	18,550				16,390								12,960			
TOTAL AUDIENCE (%)	24.9				22.0								17.4			
AVERAGE AUDIENCE (Households (000))	13,930				10,730								9,240			
AVERAGE AUDIENCE (%)	18.7	16.7*		20.6*	14.4	14.2*		13.9*		14.9*		14.7*	12.4	11.4*		13.3*
SHARE OF AUDIENCE %	29	27 *		31 *	21	21 *		20 *		22 *		22 *	21	18 *		24 *
AVG. AUD. BY ¼ HR. %	14.7	18.8	20.3	21.0	14.9	13.6	13.7	14.1	14.8	15.1	14.9	14.4	11.4	11.5	12.3	14.3

EVE. SUN. NOV. 12, 1978 (WEEK 2)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV program	Pat Boone and Family "A THANKSGIVING SPECIAL" (7:00-8:00PM)				Battlestar: Galactica				(OP) NFL Football Special "PITTSBURGH VS. LOS ANGELES" (9:00-12:07AM)							
TOTAL AUDIENCE (Households (000))	15,720				19,220				23,910							
TOTAL AUDIENCE (%)	21.1				25.8				32.1							
AVERAGE AUDIENCE (Households (000))	11,100				14,380				13,630							
AVERAGE AUDIENCE (%)	14.9	14.2*		15.7*	19.3	18.6*		20.1*	18.3	18.5*		19.8*		18.6*		17.6*
SHARE OF AUDIENCE %	24	23 *		24 *	29	28 *		30 *	31	27 *		28 *		27 *		29 *
AVG. AUD. BY ¼ HR. %	13.3	15.0	15.7	15.7	18.0	19.1	20.0	20.2	17.7	19.3	19.8	19.7	19.3	17.8	17.7	17.6
CBS TV program	(2)	60 Minutes (7:24-8:24PM)(3)				The Word, Part 1 (8:24-10:24PM)(3) (OP)								Dallas (10:24-11:24PM)		
TOTAL AUDIENCE (Households (000))		24,730				28,830								19,670		
TOTAL AUDIENCE (%)		33.2				38.7								26.4		
AVERAGE AUDIENCE (Households (000))		18,480				19,370								15,650		
AVERAGE AUDIENCE (%)		24.8		23.5*		26.0		22.6*		26.4*		27.6*		21.0		21.1*
SHARE OF AUDIENCE %		37		35 *		38		33 *		38 *		39 *		38		36 *
AVG. AUD. BY ¼ HR. %	17.9	21.6	22.8	24.3	27.8	22.2	22.1	23.1	26.5	26.4	27.2	28.1	28.9	21.9	21.4	20.9
NBC TV program	Wonderful World of Disney "THE BOATNIKS"								(OP) Big Event "ODE TO BILLY JOE" (9:00-11:00PM)							
TOTAL AUDIENCE (Households (000))	24,810								22,650							
TOTAL AUDIENCE (%)	33.3								30.4							
AVERAGE AUDIENCE (Households (000))	14,830								16,020							
AVERAGE AUDIENCE (%)	19.9	17.5*		20.8*		19.8*		21.3*	21.5	21.1*		22.1*		22.2*		20.6*
SHARE OF AUDIENCE %	30	27 *		31 *		29 *		31 *	33	30 *		32 *		34 *		36 *
AVG. AUD. BY ¼ HR. %	16.4	18.7	20.6	21.0	19.5	20.0	21.7	20.9	20.5	21.8	22.1	22.2	22.5	21.9	21.8	19.3

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	61.4	63.7	65.1	67.0	67.6	68.4	68.5	68.8	67.8	68.2	68.3	67.7	64.1	62.7	58.9	52.2
WK 2	63.3	64.5	65.8	66.9	68.6	68.1	69.1	69.4	68.9	69.4	70.0	69.8	67.9	63.4	59.3	56.0

U.S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) "CBS NFL FOOTBALL GAME 2", CBS, (4:21-7:24PM), FOR REMAINING RATINGS, SEE OP PAGES ~.
(1) "VOTE '78-ELECTION PREVIEW", ABC, (10:42-11:00PM)(SUS.). (3) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. SUN. NOV. 12, 1978

SUN. 11:00 P.M.—12:45 A.M. MON.-FRI. 11:30 P.M.—1:45 A.M.

SUN. 11:00 P.M.—12:45 A.M.

Week	Network	Measure	11:00	11:15	11:30	11:45	12:00	12:15	12:30
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	4,100 5.5						
		Program	ABC Weekend Report-Sunday						
		AVERAGE AUDIENCE (Households (000) & %)	3,950 5.3						
		SHARE OF AUDIENCE %	13						
		AVG. AUD. BY ¼ HR. %	5.3						
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	4,920 6.6						
		Program	CBS Sunday News-Bradley						
		AVERAGE AUDIENCE (Households (000) & %)	4,770 6.4						
		SHARE OF AUDIENCE %	15						
		AVG. AUD. BY ¼ HR. %	6.4						
	NBC TV	TOTAL AUDIENCE (Households (000) & %)			3,950 5.3				
		Program			←NBC Late Night Movie				→
		AVERAGE AUDIENCE (Households (000) & %)			2,160 2.9	3.7*		2.9*	
		SHARE OF AUDIENCE %			15	13 *		14 *	
		AVG. AUD. BY ¼ HR. %			3.7	3.7	3.2	2.7	2.5
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					3,050 4.1		
		Program	NFL Football Special "PITTSBURGH VS. LOS ANGELES" (9:00-12:07AM) (2)			→	ABC Weekend Report-Sunday		
		AVERAGE AUDIENCE (Households (000) & %)		17.4*		18.0*	2,910 3.9		
		SHARE OF AUDIENCE %		33 *		43 *	16		
		AVG. AUD. BY ¼ HR. %	17.1	17.7	18.2	17.8	4.3	3.4	
	CBS TV	TOTAL AUDIENCE (Households (000) & %)		4,770 6.4					
		Program	Dallas (2) →	CBS Sunday News-Bradley					
		AVERAGE AUDIENCE (Households (000) & %)		4,540 6.1					
		SHARE OF AUDIENCE %		15					
		AVG. AUD. BY ¼ HR. %	21.7	6.5	5.8				
	NBC TV	TOTAL AUDIENCE (Households (000) & %)			3,730 5.0				
		Program			←NBC Late Night Movie				→
		AVERAGE AUDIENCE (Households (000) & %)			1,860 2.5	3.1*		2.6*	
		SHARE OF AUDIENCE %			12	9 *		11 *	
		AVG. AUD. BY ¼ HR. %			3.3	2.9	2.7	2.6	2.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	43.6	36.9	30.4	26.0	23.0	19.8	17.0
		WK 2	49.7	43.7	35.7	30.7	25.1	21.5	18.6

MON.-FRI. 11:30 P.M.—1:45 A.M.

Week	Network	Measure	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)									
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	6,480 8.7								
		Program	←Late Movie I (1)				→(OP)				
		AVERAGE AUDIENCE (Households (000) & %)	4,540 6.1	6.7*		5.9*					
		SHARE OF AUDIENCE %	23	22 *		25 *					
		AVG. AUD. BY ¼ HR. %	6.8	6.6	5.9	5.7	5.3				
	NBC TV	TOTAL AUDIENCE (Households (000) & %)	8,870 11.9						2,240 3.0		
		Program	←Tonight Show (1)					→	←Tomorrow Show (1)(OP)		→
		AVERAGE AUDIENCE (Households (000) & %)	4,920 6.6	8.2*		6.0*			1,640 2.2	2.4*	
		SHARE OF AUDIENCE %	26	27 *		26 *			19	19 *	
		AVG. AUD. BY ¼ HR. %	8.7	7.7	6.6	5.4	4.6	5.1	2.7	2.1	1.7
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)									
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	7,300 9.8								
		Program	←Late Movie I (1)				→(OP)				
		AVERAGE AUDIENCE (Households (000) & %)	4,770 6.4	7.2*		6.1*		4.9*			
		SHARE OF AUDIENCE %	23	22 *		23 *		27 *			
		AVG. AUD. BY ¼ HR. %	7.6	7.0	6.1	6.1	5.9	4.7	4.4		
	NBC TV	TOTAL AUDIENCE (Households (000) & %)	9,690 13.0						2,530 3.4		
		Program	←Tonight Show (1)					→	←Tomorrow Show (1)(OP)		→
		AVERAGE AUDIENCE (Households (000) & %)	5,740 7.7	8.9*		7.6*			1,860 2.5	2.7*	
		SHARE OF AUDIENCE %	28	27 *		29 *			20	21 *	
		AVG. AUD. BY ¼ HR. %	9.4	8.5	8.1	7.2	6.1	4.7	3.1	2.4	2.1
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	32.0	28.8	24.8	21.9	18.6	16.1	14.2	12.7	10.8
		WK 2	34.5	31.1	27.4	23.8	20.4	17.7	15.1	13.2	11.6

U. S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section, Page A-36

(1) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).
(2) FOR REMAINING RATINGS, SEE OP PAGES.

SUN. 11:00 P.M.—12:45 A.M. MON.-FRI. 11:30 P.M.—1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 30-NOV. 3, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																
ABC TV TOTAL AUDIENCE (Households (000) & %)			3,200 4.3				3,280 4.4									
Program	Good Morning, America (Co-op)		(Participating)		(Co-op)		(Participating)									
AVERAGE AUDIENCE (Households (000) & %)			2,380 3.2				2,680 3.6									
SHARE OF AUDIENCE %			18				20									
AVG. AUD. BY ¼ HR. %			3.1	3.3			3.6	3.7								
CBS TV TOTAL AUDIENCE (Households (000) & %)		2,910 3.9			4,170 5.6								4,400 5.9		4,840 6.5	
Program	CBS Morning News (Co-op)	(Participating)			Captain Kangaroo								All In The Family		Price is Right 1 MTUWF (S)(OP)	
AVERAGE AUDIENCE (Households (000) & %)		1,860 2.5		2.5*	2,680 3.6	3.4*		3.9*					3,650 4.9		4,170 5.6	
SHARE OF AUDIENCE %		15		14 *	20	19 *		22 *					28		30	
AVG. AUD. BY ¼ HR. %		2.4	2.4	2.6	3.2	3.6	3.9	3.9					4.7	5.2	5.5	5.7
NBC TV TOTAL AUDIENCE (Households (000) & %)			4,620 6.2				4,690 6.3						3,280 4.4		3,580 4.8	
Program	Today Show (Co-op)		(Participating)		(Co-op)		(Participating)						Card Sharks		Jeopardy (1)	
AVERAGE AUDIENCE (Households (000) & %)			3,730 5.0				3,800 5.1						2,830 3.8		3,050 4.1	
SHARE OF AUDIENCE %			28				29						21		22	
AVG. AUD. BY ¼ HR. %			5.2	4.9			5.1	5.2					3.8	3.8	4.0	4.3

DAY MON.-FRI. NOV. 6-10, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 2																
ABC TV TOTAL AUDIENCE (Households (000) & %)			2,980 4.0				3,650 4.9									
Program	Good Morning, America (Co-op)		(Participating)		(Co-op)		(Participating)									
AVERAGE AUDIENCE (Households (000) & %)			2,240 3.0				3,050 4.1									
SHARE OF AUDIENCE %			19				22									
AVG. AUD. BY ¼ HR. %			2.9	3.2			3.9	4.2								
CBS TV TOTAL AUDIENCE (Households (000) & %)		2,530 3.4			4,170 5.6								4,170 5.6		4,990 6.7	
Program	CBS Morning News (Co-op)	(Participating)			Captain Kangaroo								All In The Family		Price is Right 1	
AVERAGE AUDIENCE (Households (000) & %)		1,490 2.0		2.1*	2,530 3.4	3.0*		3.8*					3,430 4.6		4,100 5.5	
SHARE OF AUDIENCE %		13		13 *	18	16 *		21 *					25		29	
AVG. AUD. BY ¼ HR. %		1.9	1.9	2.2	2.7	3.2	3.8	3.8					4.4	4.9	5.2	5.8
NBC TV TOTAL AUDIENCE (Households (000) & %)			4,920 6.6				4,840 6.5						3,580 4.8		3,870 5.2	
Program	Today Show (Co-op)		(Participating)		(Co-op)		(Participating)						Card Sharks		Jeopardy (1)	
AVERAGE AUDIENCE (Households (000) & %)			3,950 5.3				3,870 5.2						3,130 4.2		3,200 4.3	
SHARE OF AUDIENCE %			31				30						23		23	
AVG. AUD. BY ¼ HR. %			5.3	5.3			5.1	5.2					4.2	4.3	4.2	4.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	9.3	12.0	14.5	15.6	16.7	17.8	17.7	17.7	18.0	18.4	18.6	18.3	17.9	18.2	18.3	18.5
WK 2	7.5	9.9	12.5	14.0	15.6	17.2	17.2	17.5	18.3	18.8	19.2	18.9	18.4	18.6	18.7	19.2

U. S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 30-NOV. 3, 1978

WEEK 1

Network	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))	4,400		6,110		4,170		5,740		7,900				7,230			
	TOTAL AUDIENCE (%)	5.9		8.2		5.6		7.7		10.6				9.7			
	Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		←All My Children (1)→				←One Life to Live→			
	AVERAGE AUDIENCE (Households (000))	3,800		5,290		3,580		4,990		5,960				5,440			
	AVERAGE AUDIENCE (%)	5.1		7.1		4.8		6.7		8.0	8.2*		7.8*	7.3	6.9*		7.7*
	SHARE OF AUDIENCE %	27		34		22		30		34	35 *		32 *	30	29 *		32 *
	AVG. AUD. BY ¼ HR. %	4.9	5.3	6.8	7.4	4.9	4.8	6.4	6.9	8.0	8.4	8.0	7.7	6.9	6.9	7.5	7.8
CBS TV	TOTAL AUDIENCE (Households (000))	4,990		4,540		6,480		5,660				7,600				6,710	
	TOTAL AUDIENCE (%)	6.7		6.1		8.7		7.6				10.2				9.0	
	Program	Price is Right 2 MTUWF (S)(OP)		Love Of Life		(OP) Young & the Restless		Search for Tomorrow				←As The World Turns→				Guiding Light	
	AVERAGE AUDIENCE (Households (000))	4,400		4,100		5,810		5,140				5,810				5,070	
	AVERAGE AUDIENCE (%)	5.9		5.5		7.8		6.9				7.8	7.5*		8.1*	6.8	6.9*
	SHARE OF AUDIENCE %	32		27		35		31				32	31 *		33 *	28	29 *
	AVG. AUD. BY ¼ HR. %	5.7	6.1	5.4	5.6	7.6	8.0	6.9	7.0			7.4	7.7	8.1	7.9	7.0	6.8
NBC TV	TOTAL AUDIENCE (Households (000))	4,170		4,540		4,250				2,760		5,810				4,540	
	TOTAL AUDIENCE (%)	5.6		6.1		5.7				3.7		7.8				6.1	
	Program	High Rollers		Wheel of Fortune (2)		←America Alive (2)→				Hollywood Squares		←Days Of Our Lives→				The Doctors (2)	
	AVERAGE AUDIENCE (Households (000))	3,650		3,950		2,310				2,380		4,320				4,100	
	AVERAGE AUDIENCE (%)	4.9		5.3		3.1	3.5*		2.7*	3.2		5.8	5.5*		6.0*	5.5	
	SHARE OF AUDIENCE %	26		26		14	16 *		12 *	14		24	23 *		25 *	23	
	AVG. AUD. BY ¼ HR. %	4.8	5.0	5.3	5.2	3.5	3.5	2.7	2.8	3.1	3.2	5.4	5.7	6.0	6.1	5.3	5.6

WEEK 2

Network	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))	4,100		6,260		4,540		6,260		8,340				7,600			
	TOTAL AUDIENCE (%)	5.5		8.4		6.1		8.4		11.2				10.2			
	Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		←All My Children (1)(3)→				←One Life to Live (4)→			
	AVERAGE AUDIENCE (Households (000))	3,500		5,510		3,800		5,290		6,330				5,810			
	AVERAGE AUDIENCE (%)	4.7		7.4		5.1		7.1		8.5	9.3*		8.1*	7.8	7.5*		8.1*
	SHARE OF AUDIENCE %	24		35		23		30		34	37 *		32 *	29	28 *		31 *
	AVG. AUD. BY ¼ HR. %	4.3	5.0	7.2	7.6	4.9	5.3	6.9	7.3	9.2	9.4	8.2	7.9	7.4	7.5	8.0	8.2
CBS TV	TOTAL AUDIENCE (Households (000))	5,070		4,100		6,260		5,810				7,600				7,450	
	TOTAL AUDIENCE (%)	6.8		5.5		8.4		7.8				10.2				10.0	
	Program	Price is Right 2		Love Of Life		(OP) Young & the Restless		Search for Tomorrow		(3)		←As The World Turns (3)→				Guiding Light	
	AVERAGE AUDIENCE (Households (000))	4,400		3,870		5,440		5,140				5,810				5,740	
	AVERAGE AUDIENCE (%)	5.9		5.2		7.3		6.9				7.8	7.3*		8.2*	7.7	7.8*
	SHARE OF AUDIENCE %	31		25		32		29				30	28 *		31 *	28	29 *
	AVG. AUD. BY ¼ HR. %	5.9	6.0	5.1	5.2	7.1	7.5	6.9	6.9			7.1	7.6	8.2	8.2	7.8	7.7
NBC TV	TOTAL AUDIENCE (Households (000))	4,250		4,770		4,250				3,280		6,330				4,690	
	TOTAL AUDIENCE (%)	5.7		6.4		5.7				4.4		8.5				6.3	
	Program	High Rollers		Wheel of Fortune (2)		←America Alive (2)→				Hollywood Squares MTUWF (3)		←Days Of Our Lives→				The Doctors (2)	
	AVERAGE AUDIENCE (Households (000))	3,800		4,020		2,310				2,760		4,840				4,320	
	AVERAGE AUDIENCE (%)	5.1		5.4		3.1	3.3*		2.8*	3.7		6.5	6.3*		6.7*	5.8	
	SHARE OF AUDIENCE %	26		26		13	14 *		12 *	14		25	25 *		25 *	22	
	AVG. AUD. BY ¼ HR. %	5.0	5.1	5.4	5.4	3.3	3.4	2.6	3.1	3.6	3.8	6.1	6.5	6.7	6.7	5.8	5.8

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	18.6	19.4	20.3	21.1	21.8	22.5	22.4	22.9	23.1	23.8	24.0	24.2	24.0	24.2	23.9	24.8
WK 2	19.5	20.2	20.7	21.3	22.5	23.6	23.5	24.3	24.3	25.1	25.5	25.8	26.2	26.6	26.6	27.7

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "ABC NEWSBRIEF", (SUS.). (3) "CARTER PRESS CONFERENCE", ABC, CBS, NBC, THU., (1:00-1:32PM)(1:00-1:31PM)(1:00-1:30PM)(SUS.).
(2) "NBC NEWS UPDATE", (SUS.). (4) "ALL MY CHILDREN", ABC, THU., (1:32-2:30PM), FOR REMAINING RATINGS, SEE OP PAGES.

DAY MON.-FRI. NOV. 6-10, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 30-NOV. 3, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1																
ABC TV TOTAL AUDIENCE (Households (000))	7,670				4,620										8,940	
TOTAL AUDIENCE (%)	10.3				6.2										12.0	
Program	←General Hospital→				Edge of Night										ABC World News Tonight	
AVERAGE AUDIENCE (Households (000))	5,810				4,170										7,670	
AVERAGE AUDIENCE (%)	7.8	7.6*		8.0*	5.6										10.3	
SHARE OF AUDIENCE %	29	30 *		29 *	20										20	
AVG. AUD. BY ¼ HR. %	7.5	7.7	8.0	8.0	5.7	5.4									9.9	10.7
CBS TV TOTAL AUDIENCE (Households (000))			5,810		3,280										11,990	
TOTAL AUDIENCE (%)			7.8		4.4										16.1	
Program	Guiding Light→		M*A*S*H		Match Game 78										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000))			4,770		2,910										10,580	
AVERAGE AUDIENCE (%)		6.7*	6.4		3.9										14.2	
SHARE OF AUDIENCE %		26 *	23		14										28	
AVG. AUD. BY ¼ HR. %	6.7	6.7	6.1	6.8	3.8	3.9									14.0	14.4
NBC TV TOTAL AUDIENCE (Households (000))	6,850														10,730	
TOTAL AUDIENCE (%)	9.2														14.4	
Program	←Another World (1)→														NBC Nightly News	
AVERAGE AUDIENCE (Households (000))	5,070														9,390	
AVERAGE AUDIENCE (%)	6.8	6.4*		7.3*											12.6	
SHARE OF AUDIENCE %	26	25 *		26 *											24	
AVG. AUD. BY ¼ HR. %	6.2	6.5	7.3	7.3											12.3	12.8
WEEK 2																
ABC TV TOTAL AUDIENCE (Households (000))	8,050				4,990										9,460	
TOTAL AUDIENCE (%)	10.8				6.7										12.7	
Program	←General Hospital (2)→				Edge of Night MTUWF (3)										ABC World News Tonight	
AVERAGE AUDIENCE (Households (000))	6,180				4,320										8,200	
AVERAGE AUDIENCE (%)	8.3	8.1*		8.4*	5.8										11.0	
SHARE OF AUDIENCE %	28	28 *		27 *	19										21	
AVG. AUD. BY ¼ HR. %	8.0	8.1	8.4	8.5	5.9	5.7									10.8	11.2
CBS TV TOTAL AUDIENCE (Households (000))			6,480		4,100										11,990	
TOTAL AUDIENCE (%)			8.7		5.5										16.1	
Program	Guiding Light→		M*A*S*H		Match Game 78										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000))			5,290		3,580										10,500	
AVERAGE AUDIENCE (%)		7.7*	7.1		4.8										14.1	
SHARE OF AUDIENCE %		27 *	23		15										26	
AVG. AUD. BY ¼ HR. %	7.8	7.6	6.8	7.5	4.6	5.0									13.7	14.4
NBC TV TOTAL AUDIENCE (Households (000))	7,380														10,580	
TOTAL AUDIENCE (%)	9.9														14.2	
Program	←Another World (1)→														NBC Nightly News	
AVERAGE AUDIENCE (Households (000))	5,510														9,240	
AVERAGE AUDIENCE (%)	7.4	6.7*		8.1*											12.4	
SHARE OF AUDIENCE %	25	24 *		26 *											23	
AVG. AUD. BY ¼ HR. %	6.5	7.0	8.1	8.1											12.2	12.7
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	25.4	26.7	27.3	28.7	28.4	29.5	30.4	32.9	35.5	38.2	40.6	43.6	47.2	48.9	50.6	52.6
WK 2	28.3	29.5	30.3	31.6	31.2	31.8	32.6	35.0	37.8	40.9	43.7	46.8	50.3	52.3	53.6	55.1

U.S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).
(2) "ONE LIFE TO LIVE", ABC, THU., (2:30-3:30PM), FOR REMAINING RATINGS, SEE OP PAGES.
(3) "GENERAL HOSPITAL", ABC, THU., (3:30-4:30PM), FOR REMAINING RATINGS, SEE OP PAGES.

DAY MON.-FRI. NOV. 6-10, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. NOV. 4, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					3,950		5,220		5,740		5,660		5,290		5,740	
TOTAL AUDIENCE (%)					5.3		7.0		7.7		7.6		7.1		7.7	
Program					Scooby's All-Stars I (OP)		Scooby's All-Stars II		Scooby's All-Stars III (OP)		Challenge of the Superfriends 1		Challenge of the Superfriends 2		Challenge of the Superfriends 3 (OP)	
AVERAGE AUDIENCE (Households (000))					3,200		4,020		4,770		4,320		4,690		4,840	
AVERAGE AUDIENCE (%)					4.3		5.4		6.4		5.8		6.3		6.5	
SHARE OF AUDIENCE %					24		23		24		23		24		25	
AVG. AUD. BY ¼ HR. %					4.2	4.3	5.0	5.7	6.5	6.2	5.9	5.8	6.2	6.5	6.7	6.3
CBS TV TOTAL AUDIENCE (Households (000))					4,920		6,850		7,820		9,910		9,010		7,300	
TOTAL AUDIENCE (%)					6.6		9.2		10.5		13.3		12.1		9.8	
Program					All New Popeye Hour I (OP)		All New Popeye Hour II (OP)		Bugs Bunny/ Road Runner 1 (OP)		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Tarzan & the Super Seven I	
AVERAGE AUDIENCE (Households (000))					3,730		5,510		6,330		7,970		8,050		6,110	
AVERAGE AUDIENCE (%)					5.0		7.4		8.5		10.7		10.8		8.2	
SHARE OF AUDIENCE %					30		34		35		41		40		31	
AVG. AUD. BY ¼ HR. %					4.6	5.5	7.4	7.5	7.8	9.2	10.5	10.8	10.8	10.9	8.5	7.9
NBC TV TOTAL AUDIENCE (Households (000))					2,980		4,840		6,560		6,710		6,260		7,820	
TOTAL AUDIENCE (%)					4.0		6.5		8.8		9.0		8.4		10.5	
Program			Land of the Lost (SUS.)		Galaxy Goof-Ups		Fantastic Four		Godzilla Super 90 I		Godzilla Super 90 II		Godzilla Super 90 III (OP)		Daffy Duck (OP)	
AVERAGE AUDIENCE (Households (000))					2,530		4,170		5,360		5,660		5,510		6,260	
AVERAGE AUDIENCE (%)					3.4		5.6		7.2		7.6		7.4		8.4	
SHARE OF AUDIENCE %					22		26		30		30		28		33	
AVG. AUD. BY ¼ HR. %					2.9	3.9	4.8	6.3	6.9	7.4	7.9	7.2	7.6	7.2	7.8	8.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					4,470		4,540		5,440		5,510		5,660		6,850	
TOTAL AUDIENCE (%)					6.0		6.1		7.3		7.4		7.6		9.2	
Program					Scooby's All-Stars I (OP)		Scooby's All-Stars II		Scooby's All-Stars III (OP)		Challenge of the Superfriends 1		Challenge of the Superfriends 2		Challenge of the Superfriends 3 (OP)	
AVERAGE AUDIENCE (Households (000))					3,130		3,950		4,400		4,320		4,990		5,510	
AVERAGE AUDIENCE (%)					4.2		5.3		5.9		5.8		6.7		7.4	
SHARE OF AUDIENCE %					20		21		21		24		26		29	
AVG. AUD. BY ¼ HR. %					3.5	4.8	5.1	5.5	6.0	5.7	5.2	6.3	6.9	6.6	7.5	7.3
CBS TV TOTAL AUDIENCE (Households (000))					4,990		6,710		7,670		9,010		9,010		6,560	
TOTAL AUDIENCE (%)					6.7		9.0		10.3		12.1		12.1		8.8	
Program					All New Popeye Hour I (OP)		All New Popeye Hour II (OP)		Bugs Bunny/ Road Runner 1 (OP)		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Tarzan & the Super Seven I	
AVERAGE AUDIENCE (Households (000))					3,950		5,810		6,480		7,670		7,750		5,660	
AVERAGE AUDIENCE (%)					5.3		7.8		8.7		10.3		10.4		7.6	
SHARE OF AUDIENCE %					33		37		36		40		39		28	
AVG. AUD. BY ¼ HR. %					4.6	6.0	7.4	8.1	8.4	9.0	10.2	10.3	10.3	10.4	7.6	7.5
NBC TV TOTAL AUDIENCE (Households (000))					2,830		4,020		4,840		5,440		5,440		7,300	
TOTAL AUDIENCE (%)					3.8		5.4		6.5		7.3		7.3		9.8	
Program			Land of the Lost (SUS.)		Galaxy Goof-Ups		Fantastic Four		Godzilla Super 90 I		Godzilla Super 90 II		Godzilla Super 90 III (OP)		Daffy Duck (OP)	
AVERAGE AUDIENCE (Households (000))					2,160		3,200		4,250		4,320		4,620		6,030	
AVERAGE AUDIENCE (%)					2.9		4.3		5.7		5.8		6.2		8.1	
SHARE OF AUDIENCE %					20		22		24		23		24		32	
AVG. AUD. BY ¼ HR. %					2.6	3.2	3.9	4.7	5.4	6.0	6.1	5.4	6.3	6.2	7.8	8.5

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	6.1	8.4	10.8	12.9	15.0	18.1	21.2	22.8	24.0	25.2	26.1	25.9	26.7	27.7	26.9	26.3
WK 2	5.4	6.4	8.0	11.0	14.2	18.2	20.0	22.2	23.7	24.4	25.2	26.2	26.6	26.4	26.6	27.1

U.S. TV Households: 74,500,000   * Half-hour ratings (for immediately preceding and subject quarter-hours).   (R) Repeat, see page B.   (OP) See Other Programs Section: Page A-36

DAY SAT. NOV. 11, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. NOV. 4, 1978 — WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,440 7.3		5,070 6.8		5,140 6.9		5,360 7.2	16,240 21.8								
	Program	Fangface (OP)		All New Pink Panther (OP)		ABC Weekend Specials "LITTLE LULU"		(1)	← NCAA Football Game "MARYLAND VS. PENN. ST" & "SOUTH DAKOTA VS. UNIVERSITY OF NEBRASKA" (12:45-3:48PM)								
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	4,320 5.8 25 5.6	6.1	3,950 5.3 25 5.2	5.4	4,400 5.9 23 5.6	6.1	4,920 6.6 27 6.6	7,820 10.5 38 7.9	8.9	9.3* 35 * 9.6	10.2	10.4* 38 * 10.6	11.0	10.7* 39 * 10.4	11.4	11.6* 40 * 11.8
CBS TV	TOTAL AUDIENCE (Households (000) & %)	7,380 9.9		6,480 8.7		5,590 7.5		5,440 7.3		4,690 6.3		4,250 5.7					
	Program	Tarzan & the Super Seven 2 (OP)		Tarzan & the Super Seven 3 (OP)		Space Academy (OP)		Fat Albert and the Cosby Kids (OP)		Ark II (OP)		30 Minutes					
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	5,510 7.4 31 7.9	6.9	5,290 7.1 30 7.4	6.8	4,400 5.9 25 6.0	5.7	4,470 6.0 24 5.8	6.2	3,870 5.2 19 4.9	5.4	3,130 4.2 15 4.0	4.4				
NBC TV	TOTAL AUDIENCE (Households (000) & %)	5,960 8.0		5,360 7.2		4,690 6.3		4,100 5.5									
	Program	Yogi's Space Race I		Yogi's Space Race II (OP)		Fabulous Funnies		Bay City Rollers									
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	4,990 6.7 27 6.8	6.6	4,470 6.0 25 6.3	5.6	3,950 5.3 23 5.2	5.5	3,200 4.3 17 4.5	4.0								

DAY SAT. NOV. 11, 1978 — WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,810 7.8		4,620 6.2		5,660 7.6		7,000 9.4	17,580 23.6								
	Program	Fangface (OP)		All New Pink Panther (OP)		ABC Weekend Specials "SOUP AND ME"		NCAA Football Pre-Game (2)	← NCAA Football Game "OKLAHOMA VS. NEBRASKA" (12:54-3:54PM)								
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	4,770 6.4 26 6.4	6.4	3,650 4.9 21 4.8	5.0	4,620 6.2 20 5.9	6.5	5,810 7.8 29 7.4	10,280 13.8 45 9.5	11.0	11.6* 41 * 12.2	13.2	13.6* 47 * 13.9	14.5	14.0* 47 * 13.4	14.4	14.6* 47 * 14.8
CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,200 11.0		6,710 9.0		5,590 7.5		7,150 9.6		3,870 5.2		3,500 4.7					
	Program	Tarzan & the Super Seven 2 (OP)		Tarzan & the Super Seven 3 (OP)		Space Academy (OP)		Fat Albert and the Cosby Kids (OP)		Ark II (OP)		30 Minutes					
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	6,260 8.4 31 9.0	7.9	5,510 7.4 27 7.3	7.4	4,770 6.4 23 6.2	6.7	5,590 7.5 26 7.7	7.3	3,200 4.3 15 4.3	4.3	2,760 3.7 13 3.8	3.5				
NBC TV	TOTAL AUDIENCE (Households (000) & %)	6,260 8.4		7,150 9.6		6,110 8.2		4,690 6.3									
	Program	Yogi's Space Race I		Yogi's Space Race II (OP)		Fabulous Funnies		Bay City Rollers									
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	5,220 7.0 26 6.8	7.3	5,890 7.9 29 8.5	7.3	5,220 7.0 25 7.0	6.9	3,870 5.2 18 5.5	4.9								

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	24.8	23.4	23.8	23.3	22.7	23.8	24.9	26.0	26.8	27.7	27.7	28.5	27.9	28.6	28.8	28.9
WK 2	27.7	27.2	27.4	27.2	26.9	28.7	29.0	29.8	29.3	29.9	29.5	29.7	29.4	30.3	31.0	31.5

U. S. TV Households: 74,500,000   * Half-hour ratings (for immediately preceding and subject quarter-hours).   (R) Repeat, see page B.   (OP) See Other Programs Section: Page A-36

(1) "NCAA FOOTBALL PRE GAME", ABC, (12:30-12:45PM).
(2) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. NOV. 4, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV — TOTAL AUDIENCE (Households (000) & %)				8,200 11.0	20,930 28.1											6,260 8.4
ABC TV program	NCAA Football Game "MARYLAND VS. PENN. ST" & "SOUTH DAKOTA VS. UNIVERSITY OF NEBRASKA" (12:45-3:48PM)(1)			(2)	NCAA Football Game - 2 "VARIOUS TEAMS & TIMES" (4:00-7:00PM)(1)~											(3)
AVERAGE AUDIENCE (Households (000) & %)		11.5*		8,200 11.0	9,090 12.2	11.4*		12.4*		11.6*		12.6*		12.2*		5,360 7.2
SHARE OF AUDIENCE %		41 *		38	34	37 *		39 *		34 *		34 *		30 *		16
AVG. AUD. BY ¼ HR. %	11.4	11.5	11.4	11.0	11.4	11.4	12.4	12.5	11.6	11.7	12.3	12.8	11.6	12.8	14.0	7.2
CBS TV — TOTAL AUDIENCE (Households (000) & %)					3,650 4.9		8,640 11.6								9,390 12.6	
CBS TV program					Washington D.C. International (4:00-4:30PM)		CBS Sports Spectacular								CBS Saturday News with Bob Schieffer	
AVERAGE AUDIENCE (Households (000) & %)					2,760 3.7		4,170 5.6	4.4*		5.8*		6.6*			7,900 10.6	
SHARE OF AUDIENCE %					12		16	14 *		17 *		18 *			22	
AVG. AUD. BY ¼ HR. %					3.3	4.2	4.4	4.4	5.4	6.2	5.9	7.4			10.3	10.9
NBC TV — TOTAL AUDIENCE (Households (000) & %)															7,230 9.7	
NBC TV program															NBC Nightly News-Sat.	
AVERAGE AUDIENCE (Households (000) & %)															6,030 8.1	
SHARE OF AUDIENCE %															17	
AVG. AUD. BY ¼ HR. %															7.8	8.4

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV — TOTAL AUDIENCE (Households (000) & %)				10,060 13.5	21,380 28.7											
ABC TV program	NCAA Football Game "OKLAHOMA VS. NEBRASKA" (12:54-3:54PM)(1)			(4)	NCAA Football Game - 2 "VARIOUS TEAMS & TIMES" (4:06-7:23PM)~											
AVERAGE AUDIENCE (Households (000) & %)		14.8*		10,130 13.6	10,580 14.2	12.5*		13.1*		14.1*		14.4*		15.9*		14.9*
SHARE OF AUDIENCE %		46 *		42	35	39 *		39 *		39 *		36 *		34 *		30 *
AVG. AUD. BY ¼ HR. %	14.7	15.0	15.5	14.1	12.5	12.5	12.9	13.2	14.0	14.2	14.4	14.4	15.6	16.3	15.7	14.1
CBS TV — TOTAL AUDIENCE (Households (000) & %)							7,150 9.6								9,540 12.8	
CBS TV program							CBS Sports Spectacular								CBS Saturday News with Bob Schieffer	
AVERAGE AUDIENCE (Households (000) & %)							3,650 4.9	3.9*		4.6*		6.2*			8,120 10.9	
SHARE OF AUDIENCE %							13	11 *		12 *		15 *			21	
AVG. AUD. BY ¼ HR. %							3.9	4.0	4.3	4.9	6.0	6.3			10.2	11.6
NBC TV — TOTAL AUDIENCE (Households (000) & %)															6,560 8.8	
NBC TV program															NBC Nightly News-Sat.	
AVERAGE AUDIENCE (Households (000) & %)															5,660 7.6	
SHARE OF AUDIENCE %															15	
AVG. AUD. BY ¼ HR. %															7.0	8.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	28.0	28.3	28.4	29.6	30.0	30.8	31.0	32.3	34.0	36.8	37.8	40.6	43.0	45.0	46.6	48.3
WK 2	32.6	33.7	33.8	33.9	33.5	33.9	34.9	36.7	38.0	39.3	40.9	43.8	47.0	49.4	50.3	51.3

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) "NCAA FOOTBALL POST GAME", ABC, (3:48-4:00PM).
(3) "NCAA FOOTBALL POST 2", ABC, (6:52-7:00PM).
(4) "NCAA FOOTBALL POST GAME", ABC, (3:54-4:06PM), FOR REMAINING RATINGS, SEE OP PAGES.

DAY SAT. NOV. 11, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. NOV. 5, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																
ABC TV TOTAL AUDIENCE (Households (000) & %)															2,830 3.8	
ABC TV program													Kids Are People Too I (SUS.)		Kids Are People Too II	
AVERAGE AUDIENCE (Households (000) & %)															2,460 3.3	
SHARE OF AUDIENCE %															15	
AVG. AUD. BY ¼ HR. %															3.3	3.3
CBS TV TOTAL AUDIENCE (Households (000) & %)									1,560 2.1		2,680 3.6					
CBS TV program									What's New, Mister Magoo? (OP)		Clue Club (OP)		Behold Wondrous Things (SUS.)		Look Up And Live (SUS.)	
AVERAGE AUDIENCE (Households (000) & %)									1,270 1.7		2,010 2.7					
SHARE OF AUDIENCE %									11		15					
AVG. AUD. BY ¼ HR. %									1.4	2.0	2.3	3.1				
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
WEEK 2																
ABC TV TOTAL AUDIENCE (Households (000) & %)															3,130 4.2	
ABC TV program													Kids Are People Too I (SUS.)		Kids Are People Too II	
AVERAGE AUDIENCE (Households (000) & %)															2,610 3.5	
SHARE OF AUDIENCE %															16	
AVG. AUD. BY ¼ HR. %															3.5	3.5
CBS TV TOTAL AUDIENCE (Households (000) & %)									1,340 1.8		1,560 2.1					
CBS TV program									What's New, Mister Magoo? (OP)		Clue Club (OP)		Behold Wondrous Things (SUS.)		Look Up And Live (SUS.)	
AVERAGE AUDIENCE (Households (000) & %)									1,040 1.4		1,120 1.5					
SHARE OF AUDIENCE %									9		9					
AVG. AUD. BY ¼ HR. %									1.2	1.5	1.3	1.7				
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	4.6	5.3	6.5	8.1	9.6	11.4	12.9	15.2	16.5	17.3	19.0	20.1	21.1	22.0	21.6	21.7
WK 2	3.6	4.7	5.3	6.5	8.3	10.0	11.8	13.8	14.8	15.5	16.6	18.2	20.1	20.5	21.1	21.9

U.S. TV Households: 74,500,000   * Half-hour ratings (for immediately preceding and subject quarter-hours).   (R) Repeat, see page B.   (OP) See Other Programs Section: Page A-36

DAY SUN. NOV. 12, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. NOV. 5, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
ABC TV TOTAL AUDIENCE (Households (000) & %)	3,050 4.1		2,830 3.8		2,010 2.7		3,350 4.5										
ABC TV program	Kids Are People Too III		Animals, Animals, Animals(OP)		Issues And Answers		College Football 1978		Directions (SUS.)								
AVERAGE AUDIENCE (Households (000) & %)	2,460 3.3		2,240 3.0		1,560 2.1		2,380 3.2										
SHARE OF AUDIENCE %	15		14		9		12										
AVG. AUD. BY ¼ HR. %	3.3	3.4	2.9	3.2	2.2	2.0	3.1	3.4									
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,280 4.4				5,290 7.1		20,410 27.4								
CBS TV program	Camera Three (SUS.)		Face the Nation				CBS NFL Football Pre Game		← CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:12PM)~ →								
AVERAGE AUDIENCE (Households (000) & %)			2,240 3.0				4,100 5.5		10,950 14.7	11.0*		14.7*		15.1*		15.0*	
SHARE OF AUDIENCE %			13				23		43	38 *		46 *		45 *		43 *	
AVG. AUD. BY ¼ HR. %			3.0	2.9			4.6	6.3	9.9	12.1	14.1	15.2	15.4	14.8	14.9	15.1	
NBC TV TOTAL AUDIENCE (Households (000) & %)					2,240 3.0		2,830 3.8		19,370 26.0								
NBC TV program					Meet the Press		NFL '78 — NBC		← NFL Football Game 1 — NBC "VARIOUS TEAMS & TIMES" (1:00-7:09PM)~ →								
AVERAGE AUDIENCE (Households (000) & %)					1,710 2.3		2,090 2.8		9,010 12.1	8.7*		11.3*		12.3*		11.9*	
SHARE OF AUDIENCE %					11		12		35	30 *		35 *		36 *		34 *	
AVG. AUD. BY ¼ HR. %					2.2	2.5	2.5	3.1	7.7	9.7	10.9	11.7	12.3	12.4	11.5	12.3	

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
ABC TV TOTAL AUDIENCE (Households (000) & %)	3,350 4.5		3,130 4.2		3,280 4.4		3,280 4.4										
ABC TV program	Kids Are People Too III		Animals, Animals, Animals(OP)		Issues And Answers		College Football 1978		Directions (SUS.)								
AVERAGE AUDIENCE (Households (000) & %)	3,050 4.1		2,380 3.2		2,380 3.2		2,460 3.3										
SHARE OF AUDIENCE %	18		14		13		11										
AVG. AUD. BY ¼ HR. %	3.8	4.3	3.2	3.2	3.5	2.9	3.3	3.3									
CBS TV TOTAL AUDIENCE (Households (000) & %)			2,610 3.5				7,080 9.5		25,400 34.1								
CBS TV program	Camera Three (SUS.)		Face the Nation				CBS NFL Football Pre Game		← CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:24PM)~ →								
AVERAGE AUDIENCE (Households (000) & %)			2,090 2.8				5,740 7.7		12,370 16.6	12.8*		16.0*		17.3*		17.2*	
SHARE OF AUDIENCE %			14				28		44	40 *		45 *		46 *		45 *	
AVG. AUD. BY ¼ HR. %			2.7	2.9			7.1	8.2	11.5	14.1	15.6	16.4	17.0	17.7	17.1	17.3	
NBC TV TOTAL AUDIENCE (Households (000) & %)					2,680 3.6		3,200 4.3		19,150 25.7								
NBC TV program					Meet the Press		NFL '78 — NBC		← NFL Football Game 1 — NBC "VARIOUS TEAMS & TIMES" (1:00-7:22PM)~ →								
AVERAGE AUDIENCE (Households (000) & %)					2,090 2.8		2,530 3.4		9,240 12.4	9.2*		12.4*		12.6*		12.5*	
SHARE OF AUDIENCE %					13		14		34	30 *		36 *		34 *		34 *	
AVG. AUD. BY ¼ HR. %					2.6	3.0	2.8	4.0	8.1	10.4	11.9	13.0	13.0	12.3	12.6	12.5	

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	21.8	21.4	21.1	21.1	22.6	23.9	25.0	26.8	28.9	30.7	32.3	33.5	34.1	34.5	35.2	36.0
WK 2	22.4	23.1	22.7	23.2	24.2	25.3	26.8	28.8	30.9	33.3	34.9	36.2	37.5	37.9	38.5	38.1

U. S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

DAY SUN. NOV. 12, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. NOV. 5, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000))					20,860											20,560
TOTAL AUDIENCE %					28.0											27.6
Program	CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:12PM)~				CBS NFL Football Game 2 "TAMPA BAY VS. LOS ANGELES" & "DALLAS VS. MIAMI" (4:00-7:12PM)(1)											(2)
AVERAGE AUDIENCE (Households (000))					11,550											16,690
AVERAGE AUDIENCE %		16.3*			15.5	10.2*		14.0*		15.4*		16.5*		18.1*		22.4
SHARE OF AUDIENCE %		43 *			34	26 *		34 *		36 *		36 *		36 *		41
AVG. AUD. BY ¼ HR. %	15.9	16.6	17.5		7.9	12.4	13.8	14.3	15.6	15.1	16.2	16.9	17.8	18.4	19.4	22.4
NBC TV TOTAL AUDIENCE (Households (000))															5,720	
TOTAL AUDIENCE %															7.0	
Program	NFL Football Game 1 — NBC "VARIOUS TEAMS & TIMES" (1:00-7:09PM)~								Religious Series (SUS.)						NBC Nightly News-Sun.	
AVERAGE AUDIENCE (Households (000))															4,320	
AVERAGE AUDIENCE %		13.8*		14.0*											5.8	
SHARE OF AUDIENCE %		37 *		37 *											10	
AVG. AUD. BY ¼ HR. %	13.4	14.1	14.0	14.1	12.9										5.6	6.0

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000))						24,730										
TOTAL AUDIENCE %						33.2										
Program	CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:24PM)~					CBS NFL Football Game 2 "VARIOUS TEAMS & TIMES" (4:21-7:24PM)~										
AVERAGE AUDIENCE (Households (000))						12,440										
AVERAGE AUDIENCE %		18.2*		17.9*		16.7		15.0*		17.4*		16.7*		17.4*		17.5*
SHARE OF AUDIENCE %		47 *		43 *		33		34 *		38 *		35 *		33 *		31 *
AVG. AUD. BY ¼ HR. %	17.7	18.6	18.9	16.9	18.2	13.0	13.6	16.4	17.4	17.4	16.7	16.7	17.7	17.1	17.4	17.6
NBC TV TOTAL AUDIENCE (Households (000))				5,890											6,780	
TOTAL AUDIENCE %				7.9											9.1	
Program	NFL Football Game 1 — NBC "VARIOUS TEAMS & TIMES" (1:00-7:22PM)(1)~				(3)										NBC Nightly News-Sun.	
AVERAGE AUDIENCE (Households (000))				5,440											5,740	
AVERAGE AUDIENCE %		13.8*		7.3											7.7	
SHARE OF AUDIENCE %		36 *		18											13	
AVG. AUD. BY ¼ HR. %	13.5	14.2	14.8	8.3	6.5										7.2	8.1

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	37.0	38.1	38.4	38.7	39.5	41.5	42.2	44.0	44.7	46.2	47.2	49.5	51.8	54.4	57.0	58.8
WK 2	38.8	39.5	40.9	42.1	42.7	43.7	44.1	45.0	46.2	48.0	49.9	51.9	54.6	57.0	59.2	60.6

U.S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) "CBS NFL FOOTBALL POST", CBS, (6:53-7:00PM).
(3) "NFL FOOTBALL POST-NBC", NBC, (3:53-4:08PM).

DAY SUN. NOV. 12, 1978

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY													
ABC 9.00-11.51PM NFL MONDAY NIGHT FOOTBALL	11.00	FOR RTGS SEE PAGE A-2					20.7	FOR RTGS SEE PAGE A-3					21.3
9.00-11.57PM	11.15				20.5*	39*	20.3				21.2*	40*	21.0
	11.30						20.9						21.0
	11.45				20.9*	49*	20.9				20.4*	46*	19.7
EVENING TUESDAY													
ABC 11.30-11.53PM '78 VOTE-11.30PM(S)	11.30							5,960	8.0	5,140	6.9	18	7.1
	11.45												6.4
ABC 11.30-12.41AM TUESDAY MOVIE OF THE WEEK	11.30	7,380	9.9	5,140	6.9	30	8.2						
	11.45				7.7*	28*	7.3						
	12.00						6.7						
	12.15				6.4*	31*	6.1						
	12.30						5.7						
ABC 12.00-12.23AM '78 VOTE-12.00MD(S)	12.00							4,690	6.3	4,100	5.5	18	5.8
	12.15												5.0
ABC 12.30-12.49AM '78 VOTE-12.30AM(S)	12.30							3,350	4.5	3,200	4.3	16	4.4
	12.45												4.1
ABC 12.41- 1.18AM TUESDAY MOVIE-WEEK PART2	12.30	4,320	5.8	3,870	5.2	36	5.6						
	12.45						5.4						
	1.00						5.0						
	1.15						4.7						
CBS 11.00-11.23PM CAMP '78-ELECTION-11:00PM(S)	11.00							3,800	5.1	3,280	4.4	9	4.5
	11.15												4.4
CBS 11.30-11.53PM CAMP '78-ELECTION-11:30PM(S)	11.30							6,930	9.3	5,740	7.7	20	7.8
	11.45												7.6
CBS 12.00- 1.03AM CAMP '78-ELECTION-12:00MD(S)	12.00							5,890	7.9	3,430	4.6	16	5.6
	12.15										5.2*	17*	4.8
	12.30												4.7
	12.45										4.1*	16*	3.5
	1.00												3.0
NBC 11.30-11.53PM DECISION '78-ELECT-11:30P(S)	11.30							6,850	9.2	5,960	8.0	21	8.1
	11.45												7.7
NBC 12.00-12.23AM DECISION '78-ELECT-12:00M(S)	12.00							5,360	7.2	4,770	6.4	21	6.7
	12.15												5.8
NBC 12.30-12.53AM DECISION '78-ELECT-12:30A(S)	12.30							4,100	5.5	3,500	4.7	18	4.8
	12.45												4.4
EVENING WEDNESDAY													
ABC 11.30-12.36AM POLICE WOMAN	11.30	6,710	9.0	4,770	6.4	27	7.1	7,150	9.6	4,840	6.5	26	7.3
	11.45				6.7*	24*	6.2				7.0*	24*	6.8
	12.00						6.5						6.5
	12.15				6.4*	29*	6.3				6.2*	27*	5.9
	12.30						5.1						5.5
ABC 12.36- 1.18AM SWAT-WED / 12.36- 1.23AM	12.30	2,910	3.9	2,460	3.3	23	3.5	3,350	4.5	2,760	3.7	24	4.3
	12.45				3.3*	21*	3.2				4.0*	22*	3.9
	1.00						3.3						3.5

CONT'D

U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING WEDNESDAY CONT'D													
ABC 12.36- 1.18AM SWAT-WED-CONT'D	1.15						3.3				3.4*	25*	3.2
EVENING THURSDAY													
ABC 11.30-12.36AM STARSKY AND HUTCH-11:30	11.30	6,630	8.9	4,620	6.2	25	6.5	7,150	9.6	4,840	6.5	24	7.5
	11.45				6.3*	22*	6.1				7.1*	23*	6.7
	12.00						6.2						6.0
	12.15				6.2*	27*	6.2				6.0*	24*	6.0
	12.30						5.3						5.5
ABC 12.36- 1.21AM SWAT-THUR	12.30	3,870	5.2	3,050	4.1	28	4.6	4,100	5.5	3,500	4.7	28	5.0
12.36- 1.19AM	12.45				4.5*	27*	4.4				4.8*	27*	4.7
	1.00						3.8						4.5
	1.15				3.7*	29*	3.6						4.4
EVENING FRIDAY													
ABC 11.30-12.35AM BARETTA-11:30PM	11.30	5,960	8.0	4,020	5.4	18	5.8	5,960	8.0	3,950	5.3	17	6.0
11.30-12.34AM	11.45				5.7*	17*	5.6				5.6*	16*	5.3
	12.00						5.5						5.1
	12.15				5.2*	19*	5.0				5.0*	17*	4.9
	12.30						4.3						4.6
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	1.00	3,950	5.3	2,090	2.8	20	3.9	4,540	6.1	2,460	3.3	22	4.4
	1.15				3.7*	21*	3.5				4.2*	22*	3.9
	1.30						2.8						3.5
	1.45				2.7*	20*	2.6				3.2*	22*	2.8
	2.00						2.3						2.6
	2.15				2.0*	19*	1.6				2.5*	21*	2.5
EVENING SATURDAY													
ABC 9.28- 9.29PM ABC NEWSBRIEF-SAT.	9.15	16,760	22.5	16,760	22.5	40	22.5						
9.58- 9.59PM	9.45							17,060	22.9	17,060	22.9	39	22.9
ABC 11.00-11.15PM ABC WEEKEND REPORT-SAT.	11.00	4,990	6.7	4,920	6.6	14	6.6	6,030	8.1	5,960	8.0	17	8.0
CBS 9.07- 9.08PM NEWSBREAK-SAT.	8.15							9,690	13.0	9,690	13.0	23	13.0
8.28- 8.29PM	9.00	8,640	11.6	8,640	11.6	21	11.6						
CBS 8.30-10.54PM POSEIDON ADVENTURE(S)	10.45	FOR RTGS SEE PAGE A-12			14.4*	27*	13.9						
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	10,950	14.7	10,950	14.7	27	14.7	13,410	18.0	13,410	18.0	31	18.0
NBC 11.30-12.48AM SATURDAY NIGHT	11.30	14,750	19.8	9,980	13.4	43	15.8	13,040	17.5	7,970	10.7	33	12.7
11.30-12.54AM	11.45				15.5*	43*	15.2				12.2*	34*	11.6
	12.00						13.0						11.2
	12.15				12.5*	42*	12.1				10.8*	34*	10.5
	12.30						11.3						9.1
	12.45						10.1				8.8*	32*	8.4
EVENING SUNDAY													
ABC 7.58- 7.59PM ABC NEWSBRIEF-SUN.	7.45	15,350	20.6	15,350	20.6	31	20.6						
8.58- 8.59PM	8.45							14,600	19.6	14,600	19.6	28	19.6
ABC 9.00-12.07AM NFL FOOTBALL SPECIAL(S)	12.00							FOR RTGS SEE PAGE A-15					17.4

U.S. TV HOUSEHOLDS: 74,500,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING SUNDAY CONT'D														
CBS 7.24- 8.24PM 60 MINUTES		8.15							FOR RTGS SEE PAGE A-15			27.1*	40*	26.1
CBS 8.24-10.24PM WORD, PART I(S)		10.15							FOR RTGS SEE PAGE A-15			28.5*	42*	27.8
CBS 8.58- 8.59PM NEWSBREAK-SUN.		8.45	13,780	18.5	13,780	18.5	27	18.5						
9.24- 9.25PM		9.15							17,280	23.2	17,280	23.2	33	23.2
CBS 10.24-11.24PM DALLAS		11.15							FOR RTGS SEE PAGE A-15			20.7*	42*	19.1
NBC 9.07- 9.08PM NBC NEWS UPDATE-SUN.		8.45							14,900	20.0	14,900	20.0	29	20.0
8.58- 8.59PM		9.00	9,830	13.2	9,830	13.2	19	13.2						
NBC 11.30- 1.35AM NBC LATE NIGHT MOVIE		12.45	FOR RTGS SEE PAGE A-16			2.5*	16*	2.6	FOR RTGS SEE PAGE A-17			2.5*	14*	2.5
11.30- 1.46AM		1.00						2.5						2.3
		1.15				2.5*	20*	2.5				2.3*	17*	2.4
		1.30						2.1						1.8
		1.45												.9
EVENING MONDAY-FRIDAY														
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	M-F	8.45	13,560	18.2	12,590	16.9	27	13.9	14,300	19.2	14,300	19.2	30	19.3
	MWTHF	9.00												16.1
		9.45						20.6						20.6
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F MWTHF	8.45	11,180	15.0	11,180	15.0	24	15.0	11,250	15.1	11,250	15.1	24	15.1
CBS 12.43- 1.26AM LATE MOVIE II 12.42- 1.23AM	M-F MWTHF	12.00	3,500	4.7	2,760	3.7	23	5.0	4,250	5.7	3,580	4.8	27	5.8
		12.15				4.5*	20*	4.3				5.6*	23*	5.5
		12.30						4.0						5.5
		12.45				4.0*	24*	3.7				4.4*	24*	4.8
		1.00						3.6						4.8
		1.15				3.6*	26*	3.5				4.5*	30*	4.2
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F MWTHF	8.45	11,030	14.8	11,030	14.8	23	14.8	12,070	16.2	12,070	16.2	25	16.2
DAY MONDAY-FRIDAY														
ABC 1.00- 2.00PM ALL MY CHILDREN	M-F	2.00							FOR RTGS SEE PAGE A-21					7.2
		2.15										7.1*	29*	7.1
ABC 2.00- 3.00PM ONE LIFE TO LIVE	M-F	3.00							FOR RTGS SEE PAGE A-21					7.4
		3.15										7.5*	28*	7.6
ABC 3.00- 4.00PM GENERAL HOSPITAL	M-F	4.00							FOR RTGS SEE PAGE A-23					8.7
		4.15										8.6*	27*	8.4
CBS 10.30-11.30AM MAGAZINE(S)	THU.	10.30	5,070	6.8	3,130	4.2	23	4.6						
		10.45				4.5*	26*	4.4						
		11.00						4.0						
		11.15				4.0*	21*	4.0						
CBS 11.54-12.00NN CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,400	5.9	3,950	5.3	25	5.3	4,250	5.7	3,800	5.1	24	5.1

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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
DAY SATURDAY													
ABC 8.26- 8.30AM SCHOOLHOUSE ROCK-8.26AM	8.15	3,950	5.3	3,350	4.5	24	4.5	4,400	5.9	3,950	5.3	24	5.3
ABC 9.26- 9.30AM SCHOOLHOUSE ROCK-9.26AM	9.15	4,770	6.4	4,540	6.1	22	6.1	4,620	6.2	4,250	5.7	20	5.7
ABC 10.56-10.59AM SCHOOLHOUSE ROCK-10.56AM	10.45	4,470	6.0	4,100	5.5	22	5.5	5,590	7.5	5,360	7.2	28	7.2
ABC 11.26-11.29AM SCHOOLHOUSE ROCK-11.26AM	11.15	3,950	5.3	3,870	5.2	23	5.2	4,690	6.3	4,400	5.9	25	5.9
ABC 11.56-11.59AM SCHOOLHOUSE ROCK-11.56AM	11.45	4,100	5.5	3,870	5.2	25	5.2	3,800	5.1	3,430	4.6	20	4.6
ABC 12.30-12.54PM NCAA FOOTBALL PRE GAME	12.45							FOR RTGS SEE PAGE A-27					8.5
ABC 12.45- 3.48PM NCAA FOOTBALL GAME	3.45	FOR RTGS SEE PAGE A-26					10.7	FOR RTGS SEE PAGE A-27			15.4*	47*	15.0
12.54- 3.54PM													
ABC 3.54- 4.06PM NCAA FOOTBALL POST GAME	4.00							FOR RTGS SEE PAGE A-29					13.2
ABC 4.00- 6.52PM NCAA FOOTBALL GAME-2	6.45	FOR RTGS SEE PAGE A-28			13.4*	30*	12.3						
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM	8.15	4,620	6.2	4,400	5.9	33	5.9	4,840	6.5	4,620	6.2	34	6.2
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM	8.45	5,890	7.9	5,290	7.1	31	7.1	6,110	8.2	5,810	7.8	35	7.8
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM	9.15	7,080	9.5	6,850	9.2	37	9.2	7,080	9.5	6,780	9.1	37	9.1
CBS 9.59-10.02AM IN THE NEWS- 9.59AM	9.45 10.00	7,900	10.6	7,520	10.1	38	10.0 10.1	7,670	10.3	7,380	9.9	37	10.0 9.8
CBS 10.26-10.29AM IN THE NEWS-10.26AM	10.15	8,270	11.1	7,820	10.5	38	10.5	8,270	11.1	7,230	9.7	37	9.7
CBS 11.33-11.36AM IN THE NEWS-11.33AM	11.30	5,810	7.8	5,510	7.4	31	7.4	5,960	8.0	5,740	7.7	28	7.7
CBS 11.56-11.59AM IN THE NEWS-11.56AM	11.45	5,360	7.2	4,840	6.5	28	6.5	6,110	8.2	5,510	7.4	27	7.4
CBS 12.26-12.29PM IN THE NEWS-12.26PM	12.15	4,470	6.0	3,950	5.3	22	5.3	5,590	7.5	4,920	6.6	23	6.6
CBS 12.56-12.59PM IN THE NEWS-12.56PM	12.45	5,140	6.9	4,690	6.3	24	6.3	5,440	7.3	5,070	6.8	23	6.8
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM	1.15	4,170	5.6	3,800	5.1	18	5.1	3,050	4.1	2,830	3.8	13	3.8
NBC 10.27-10.29AM METRIC MARVELS-10:27AM	10.15	5,360	7.2	5,290	7.1	27	7.1	4,840	6.5	4,540	6.1	24	6.1
NBC 10.57-10.59AM METRIC MARVELS-10:57AM	10.45	6,410	8.6	6,260	8.4	33	8.4	5,590	7.5	5,510	7.4	28	7.4
NBC 11.57-11.59AM METRIC MARVELS-11:57AM	11.45	4,320	5.8	4,100	5.5	24	5.5	5,290	7.1	5,070	6.8	25	6.8
DAY SUNDAY													
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	2,760	3.7	2,530	3.4	16	3.4	2,680	3.6	2,380	3.2	14	3.2
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM-SUN.	9.15	1,420	1.9	1,270	1.7	10	1.7	1,340	1.8	1,120	1.5	10	1.5
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM-SUN.	9.45	2,610	3.5	2,380	3.2	17	3.2	1,420	1.9	1,340	1.8	10	1.8
CBS 4.00- 6.53PM CBS NFL FOOTBALL GAME 2	6.45	FOR RTGS SEE PAGE A-34			19.7*	36*	20.2						
4.21- 7.24PM	7.15							FOR RTGS SEE PAGE A-35			17.4*	29*	16.6
NBC 1.00- 3.53PM NFL FOOTBALL GAME 1-NBC	3.45							FOR RTGS SEE PAGE A-33			14.0*	35*	12.5

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